

Texting to Reduce Summer Melt

May 8, 2020
Springfield To & Through

Texting to Reduce Summer Melt – Goals

As a result of this training, Springfield's T&T Summer Melt Team will:

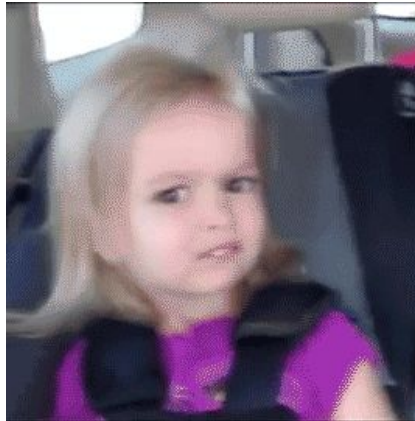
- Understand the research behind “behavioral nudging”
- Explore the awesome potential of *Signal Vine* to automate AND personalize support
- See sample summer melt texts and a live demo of the *Signal Vine* platform
- Be ready to work with resource material to flesh out a plan for Springfield's To & Through summer melt texting initiative for 2020

Looking back at Summer Melt

The phenomenon that college-intending high school graduates fail to matriculate in college anywhere in the year following high school.

20% of Students
(10-40% nationally)

What is behavioral nudging and why do I have to do it?



We need solutions that
target the hidden drivers
of student behavior



COLLEGE ACCESS CHALLENGES

- Some students don't APPLY
- Some students UNDERMATCH
- Some students don't ENROLL

What happens when we use texting to nudge students?

TEXTING AS AN INTERVENTION

Personalized messaging effectively may turn adolescents' greatest liability during the college choice process - their impulsiveness - into an asset. By providing simplified information and task-specific links, potentially allows completion of required steps in the moment, before students' attention is otherwise diverted.

- Drs. Ben Castleman and Lindsay Page

RESULTS

Summer Melt Research

14%

more likely to
matriculate to a two-
year college

20

percentage point
increase in
matriculation among
students who hadn't
completed the
FAFSA

6

percentage point
increase in
matriculation among
students with no
college plans

 SignalVine

Time for a Breakout:

- (1) What have you found most difficult about doing the summer melt prevention work?
- (2) What do you find students struggling with the most?

Let's look at some texts!



Personalized. Relevant. Timely. Actionable.

WRITE

The Anatomy of a Personalized Text



A Tale of Two Texts: Nudge & Layered

“Hi, [Kerry]. It’s [Ms. Joseph] with a friendly reminder that your health forms for [WNE] are due [August 1]!” - to be sent on July 24 (following up on earlier text(s)s re: doctor’s appt., forms)

“Did [AIC] ask you to fill out a verification worksheet, [Jennifer]?”

- Yes: “Have you completed it yet?”
 - Yes: “Great! Congrats on that key step to starting college!”
 - No: “Get [AIC]’s form here: [link to form/email FA office]. Lmk if you need help.”
- No or idk: “You might want to double check with the FA office: [\[financialaid@aic.edu\]](mailto:financialaid@aic.edu). Lmk if you need help.”

Introduction & Logging on to college portals

MESSAGE PURPOSE: introductory message

Hi [STUDENT NM]! This is [TRUSTED PERSON]. We want to help you w/ college!
Stay tuned for key summer To Dos. Save this #; you can txt us for help!

MESSAGE PURPOSE: Have students log on to their web portals

Hi [STUDENT NM]! Log on to the [COLLEGE NM] web portal for key info: [TINYURL
WEBPORTAL] Need login info? Visit [TINYURL IT SUPP]. Need help?

Financial Aid & Orientation

MESSAGE PURPOSE: Have students ask questions about FAFSA or financial aid award letter

Hi [STUDENT NM]! Need help w/ the FAFSA? Questions about your fin. aid award letter, or need more aid?

MESSAGE PURPOSE: Have students sign up for orientation

Hi [STUDENT NM]! Have you signed up for the [INST ABREV] orientation? (Impt b/c often incl course registration! Last one is [FN ORIEN]. Need to register? [TINYURL REGI PAGE]. Need help?

Changed plans? & Tuition Bill Release

MESSAGE PURPOSE: Inquire whether students' college plans have changed

Hi [STUDENT NM]! Still planning to attend [INST ABBREV] or have your plans changed? Need a Plan B?

MESSAGE PURPOSE: Reminder about tuition bill release

Hi [STUDENT NM]! The [INST ABBREV] tuition bill is coming soon! Need info. about tuition payments? [TINYURL CUSTOMIZED TO INST TUIT PAYMENT PAGE]. Need help with the bill?

Placement Tests & Health Insurance Waivers

MESSAGE PURPOSE: Have students take placement tests

Hi [STUDENT NM]! Remember to take the [INST ABREV] placement tests or get an exemption. Need info? [TINYURL W/ PLACEMENT TEST INFO]. Need help?

MESSAGE PURPOSE: Help students prove that they have health insurance so they don't get billed for it

Hi [STUDENT NM]! Need help proving that you have health insurance so you don't get charged for it? Go here [TINYURL HLTH INS WAIVER] Need help?

Checking In & Start of Semester

MESSAGE PURPOSE: check in text

Hi [STUDENT NM]! How's the college planning going? Need help with anything on this list: [TINYURL INST PRE-MATR CHCKLIST]?

MESSAGE PURPOSE: Reminder about tuition bill

Hi [STUDENT NM]! The [INST ABBREV] bill is due [TUIT DUE]. Need info about payment options? [TINYURL TUITIONPG] Need help w/ the bill?

Checking In & Start of Semester (cont'd.)

MESSAGE PURPOSE: reminder about the first day of the semester (& move-in date if applicable):

Hi [STUDENT NM]! Can you believe the first day of classes at [INST ABBREV] is [DATE]?! So proud of you and excited for you!

Blended messaging: the beauty of AI in SV!

WHY BLENDED MESSAGING® WORKS

Find the students who need individual support



Automate personalized
messages and responses for
these students.



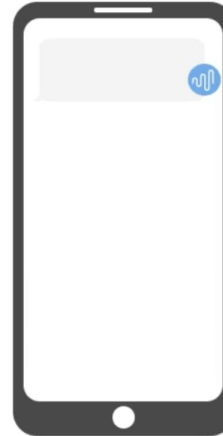
Blended messaging: the beauty of AI in SV!

WHY BLENDED MESSAGING® WORKS

Find the students who need individual support



Automate personalized messages and responses for these students.



Blended messaging: the beauty of AI in SV!

WHY BLENDED MESSAGING® WORKS

Find the students who need individual support



Automate personalized messages and responses for these students.



Use automation to identify these students, then reply with personalized, timely, support.

What questions do you have?

Some texting “pro tips” (from us & SV):

- Be **personalized** and **college-specific**.
- Nudge *action*.
- Be **time-sensitive**. (1-2x within 10 day window of deadline recommended.)
- Be **concise** (no more than 320 characters).
- Be **frequent enough** to keep students engaged, **but not inundating**.
(Original SV/uAspire SM study was only 10 texts & suggested 3-5/mo. best.)
- **Limited use of MMS or gif images** can be fun for students (e.g., show actual one for Congratulations on decision to go to college, or [actual?] Yes!/dancing image when they text back Yes in response to completing verification or successfully waiving health insurance).

Sample Infographic

Dear ? Know you are interested in continuing on for your bachelor's degree after attending [Name of Institution]! Go to <https://www.mass.edu/masstransfer/> to get inspired or learn more. It includes a mapping tool so you'll never lose credit or time!

A college degree can change your life, but rising costs can sink your dreams. Following an A2B Map greatly reduces the sticker price of a State U or UMass bachelor's degree, enabling you to achieve your college dreams with lower student debt.

HERE'S THE PLAN ↴

1. Start at a Community College

The new **A2B Maps** lay out a set of freshman and sophomore courses in your major so that the credits you earn at your Community College are guaranteed to transfer to a State U or UMass campus and count towards a bachelor's degree.

2. Earn an Associate's Degree

Graduate from your community college with at least a B average and you'll have guaranteed admission to a State U or UMass to complete your junior & senior years—with no application fees or essays.

3. Finish at a State University or UMass Campus

With four UMass campuses and seven comprehensive State Universities all around the state, plus two specialty colleges in Massachusetts College of Art & Design and Massachusetts Maritime Academy, the perfect place for you to finish your bachelor's degree is waiting.

4. Launch Your Career with a Bachelor's Degree!

A2B Maps are available in dozens of the most popular majors, including ones like STEM, Business, and Education that are in high demand among Massachusetts employers.

Maximize Your Savings: Go Full-Time & Finish on Time!



Take the **Commonwealth Commitment** and pledge to stay full-time with a 3.00+ GPA as you follow an A2B Map. On top of MassTransfer benefits, you'll shave thousands of additional dollars off your degree sticker price through a combination of special savings offered only to **ComCom** students.

Quick poll: how ready are you
feeling to do this texting
initiative this summer?

Next steps/HW for the Summer Melt Team

- Use school data and exit survey to build out the spreadsheet for SV.
- Have user training by Signal Vine staff.
- Decide on number and focus of the “program” texts you will use this summer.
- Think about how you want to balance texting and “in person” connections - “drop in” hours for more personalized help?, events (e.g., Zoom session for students from all three HSs who will be attending WNE)?
- Consider whether/not you want to try to gather any pre/post info from students (even as simple as rating 1-5 on how ready they are for college).

And remember that WE WILL BE WITH YOU through this, so ...

Preview of Coming Attractions:

- 1) Fit & Match #1 next Friday, 10 am
- 2) Ongoing support through the summer

Thank you so much!

Doreen Kelly-Carney,
dkellycarney@gmail.com

Diane Scott, dlynnscott@gmail.com