

Introduce yourself in the chat!  
What is your institution and  
where in the world are you?

*I'm in Philly, but originally from  
Birmingham, AL!*

# Nudges

Text message outreach to engage  
students on and off campus!

*This webinar is suited to those who want  
to learn more about this subscription  
service and how it is implemented.*

# Agenda

1. Intro
2. How Nudges Work
3. Examples
4. Implementation
5. Q&A
6. Close



# Value of Engagement

Don't attend  
events.

Haven't  
joined an  
organization?

Can't find  
info about  
opportunities?





# Engagement in Co-Curricular Opportunities leads to increased...



# Top statistics tying engagement in co-curricular opportunities with increased retention, persistence, GPA, sense of belonging, workforce-readiness and more

## Retention & Persistence



- Students who were part of a student organization were 58% less likely to stop out of a public university after their first semester and 24% less likely to drop out after their second or third semester than students not part of a student organization.

^ Source: Longitudinal Influence of Behavioral Health, Emotional Health, and Student Involvement on College Student Retention, **Journal of College Student Development**

## Sense of Belonging

Compared to undergraduate students who are not involved, Ohio State undergrads who are highly involved with campus activities are:

2.6  
times

More likely to feel they are part of the Ohio State community

2.4  
times

More likely to participate in Ohio State traditions

1.9  
times

More likely to be satisfied with their experiences at Ohio State

^ Source: Involvement and Belonging, [Center for the Study of Student Life at The Ohio State University](#)



Hartford Community College students who attend campus co-curricular events are **53.7% more likely** to persist through to the next academic year than their non-engaged peers.

Invaluable data discovered through Modern Campus Involve



First-year Arkansas Tech University students who record **at least one hour of community or volunteer service** have a **94% retention rate** – 22% points more than their peers who didn't record any community or volunteer service hours.

Invaluable data discovered through Modern Campus Involve



Valdosta State University who attend at least 10 events per semester **are 13 percentage points more likely** to persist through to the next semester.

Invaluable data discovered through Modern Campus Involve

# High Leverage Texting



Timely



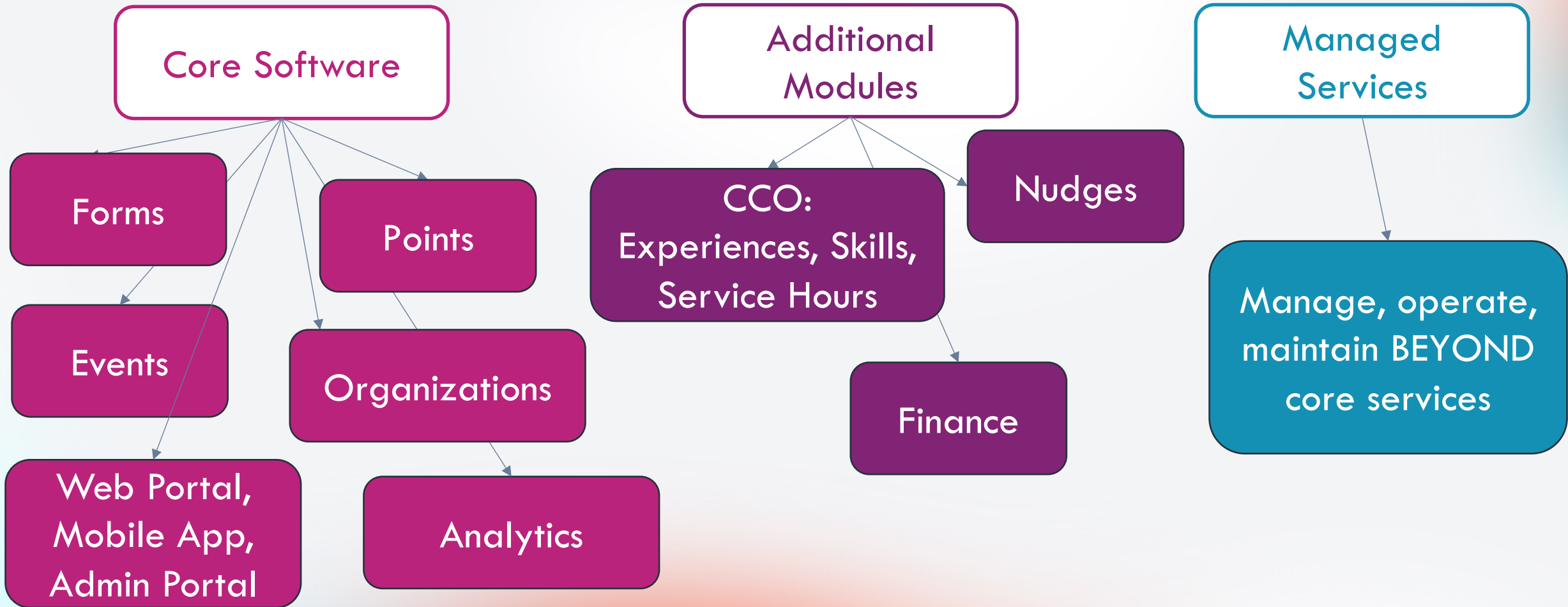
High Open Rate



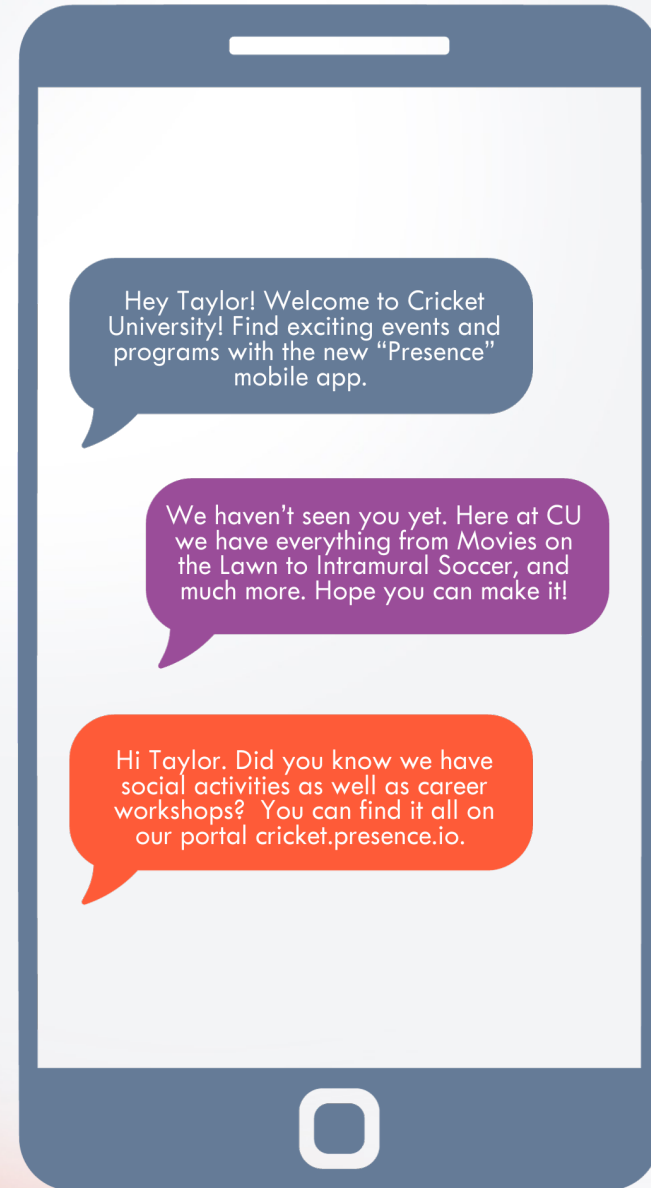
Concise

# Nudges

# Modern Campus Involve



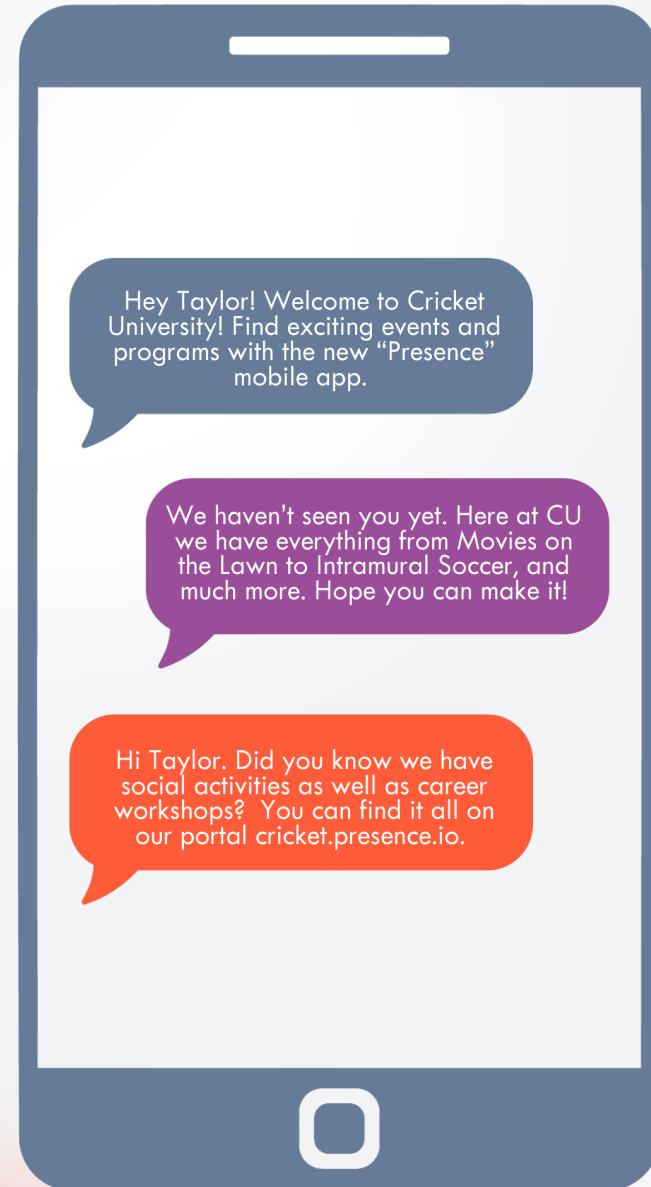
# Nudges





# What are Involve Nudges?

- Subscription Service
- Series of text messages
- Targeted and specific
- Encourage engagement or re-engagement



# How Nudges Work

# Nudge Focus Choices

## Featured Organizations

Get involved in student organizations on campus.

See More

CREATE ORGANIZATION



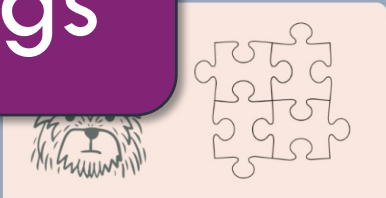
Campus Life



CU Pride Coalition



Francais s'il vous plait?



Puzzlers



CU Office of Health and Well...



Gardening Club

15  
Orgs

## Happening Now



7th Heaven Rewatch-A-Thon  
CU Pride Coalition

📅 09/20/2023 - 11:22 AM

📍 Student Union TV and Cuddle Zone

Events

## Coming Up



Knitting Hats for Br...

📅 10/13/2024 - 6:30 PM



Career Fair

📅 10/24/2024 - 12:57 PM



# Criteria – who gets the text?

- All students
- Have not attended an event in \_\_\_ days
- Have never attended an event
- Have not engaged in the first 6 weeks
- Not a member of any organizations
- Member of less than \_\_\_ organizations
- Officer in an organization



# Examples

# Angela hasn't attended event yet this semester.



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🔥 Looking for something fun to do after class? Check out the campus events going on this week! There's something for everyone. Bring your crew or meet some new people—either way, we'd love to see you there! 😎🎉 Find events and programs on the Modern Campus Involve mobile app.

Angela, we haven't seen you at any events yet. Don't let the best part of college pass you by—campus events are where the fun happens! ✨ Whether it's music, free food, or just hanging out, these events are made for YOU. Get out there and make the most of it—you won't regret it! 🎉😄




Angela attends a student union movie night.

Angela no longer meets criteria and will not get follow up Nudges!



# Cole hasn't joined an organization on campus.

A young man with a prosthetic left leg is sitting on a skateboard on a paved surface. He is wearing a light blue button-down shirt, blue jeans, and red sneakers. He is looking down at a smartphone in his hands. To his left is a grey canvas bag. The background is a wall with vertical stripes of blue, orange, and red.

🎉 Hey Cole, college is more than just classes! Want to meet new people, build your resume, and have fun all at once? Joining a student org is the way to do it! ✨ Explore tons of options here: [Portal Link] 🙌

🌟 What's your thing? Whether you're into sports, arts, volunteering, or just hanging out, there's a student org for YOU. Plus, joining one is the best way to make friends and boost your college experience! Check them out: [Portal Link]

# Tristan is a student at Cricket University.



🔥 Hey Tristan, we've got something BIG happening on campus! Join us for our Fall Festival - featuring **raffles and prizes!** It's going to be a vibe—find more info here: [link]! 🙌

JUL 17 When: October 23<sup>rd</sup>, 10-5pm

📍 Where: Uyehara Lawn

🎉 Today's the day!

The Fall Festival kicks off at 10am on Uyehara Lawn —we hope to see you there! 🙌 ? Can't make it? No worries, we've got more events coming up! Check out the full list here: [Link]





# Poll

Feel free to elaborate in the chat!

# Nudges Implementation

# Nudges Implementation Timeline

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## Define Message Details

# Select Your First Nudge Campaign

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### Involve Nudges Form: Set up your campaign.

[Nudges](#) is a valuable add-on feature designed to boost student engagement through targeted texting campaigns. You will choose **four** of the following campaigns to [set up](#) and send! [Contact support](#) if you're interested in additional campaigns to your package!

Fill out this form when you are ready to send a campaign. Send your completed form to [involve-support@moderncampus.com](mailto:involve-support@moderncampus.com)

Your Institution:

Portal Link:

Your Name:

Your Email:

#### Select your campaign:

- [Event Attendance: Nudge Option 1](#)  
Encourage students who have not attended recent events to download the mobile app and get involved.
- [Event Attendance: Nudge Option 2](#)  
Encourage students to get involved who have not attended recent events
- [Event Attendance: Nudge Option 3](#)  
Engage students who haven't been involved in the first 6 weeks of the semesters
- [Event Attendance: Nudge Option 4](#)  
Goal: Target all students or students who have not attended recent events to invite them to a specific campus event.
- [Event Attendance: Nudge Option 5](#)  
Encourage all students or students who have not attended an event recently to attend a

# Event Nudge

Define  
Message  
Details

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- Select criteria.
- Fill in details.

## Event Involvement Nudges

### Event Attendance: Nudge Option 1

Goal: Encourage students who have not attended recent events to use the mobile app and get involved. Start Date th

#### Criteria: Select 1

- Have not attended event in 30 days
- Have not attended event in 60 days
- Have not attended event in 90 days
- Have not attended event in 120 days
- Have never attended an event

Mobile App Link

Selected  
Campus Events

#### 1. Initial Text :

Send Date: (MM/DD/YYYY)  /  /  (HH:MM AM/PM)  :

 Looking for something fun to do after class? Check out the campus events g

# Event Nudge

Define  
Message  
Details

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- Select criteria.
- Fill in details.

We still haven't seen you around at any events- tell us why! Reply A, B, C, or D.

- A) Too busy
- B) School work
- C) Don't know what to go to
- D) No events look interesting to me

Interactive

**If A) respond:** We understand! When your schedule slows down a little, we'd love to see you at an event. You can find events happening all semester long at [portal link]

**If B) respond:** Academics should always come first! When you need a brain break, we'd love to see you at an event. You can find events happening all semester long at [portal link]

Custom Responses

**If C) respond:** We can help with that! You can find all the events happening here: [portal link]

**If D) respond:** Bummer...but we do love student input! If you have an idea for an event or program, email us at [email address]

**If student attends an event**

Follow Up

Hi [first\_name]! Thanks for coming to [past\_event\_attended]. Don't forget you can find more

# Org. Nudge

Define  
Message  
Details

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- Select criteria.
- Fill in details.

## Organization Involvement: Nudge Option 1

Goal: Encourage students who are not a member of an organization to attend your campus organization fair/event.


### Initial Text:

Send Date: (MM/DD/YYYY)  /  /  (HH:MM AM/PM)  :

Hey [first\_name], not in a student org yet? 🤔 No problem!

The [Name of your Involvement/Student Org Fair] is your chance to connect with groups and make your college experience unforgettable. Don't miss out—it's your time to get involved!

You can learn about all our groups at [portal link]



 When: [Date & Time]

 Where: [Location]



### 2. Follow-Up Text #1:

Send Date: (MM/DD/YYYY)  /  /  (HH:MM AM/PM)  :

# Org. Nudge

Define  
Message  
Details

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- Select criteria.
- Fill in details.

## Organization Involvement: Nudge Option 3

Goal: Remind officers to complete organization transition and update rosters. Sent to a officers of student organizations.

### 1. Initial Text

Send Date: (MM/DD/YYYY) [ ] / [ ] / [ ] \_\_ (HH:MM AM/PM) [ ] : [ ] - [ ]

🔔 Hey [first\_name], it's that time of year!

Don't forget to complete your Organization Transition to re-register your student org and

update all your information by [Due Date]!

[Office Name, Staff Name, or Email Address]

with any questions. Transition your org here [Admin Dashboard Portal Link]

Specifics

Portal Link

### 2. Follow Up Text #1:

Send Date: (MM/DD/YYYY) [ ] / [ ] / [ ] \_\_ (HH:MM AM/PM) [ ] : [ ] - [ ]

🔔 Reminder: still need to transition your student org?

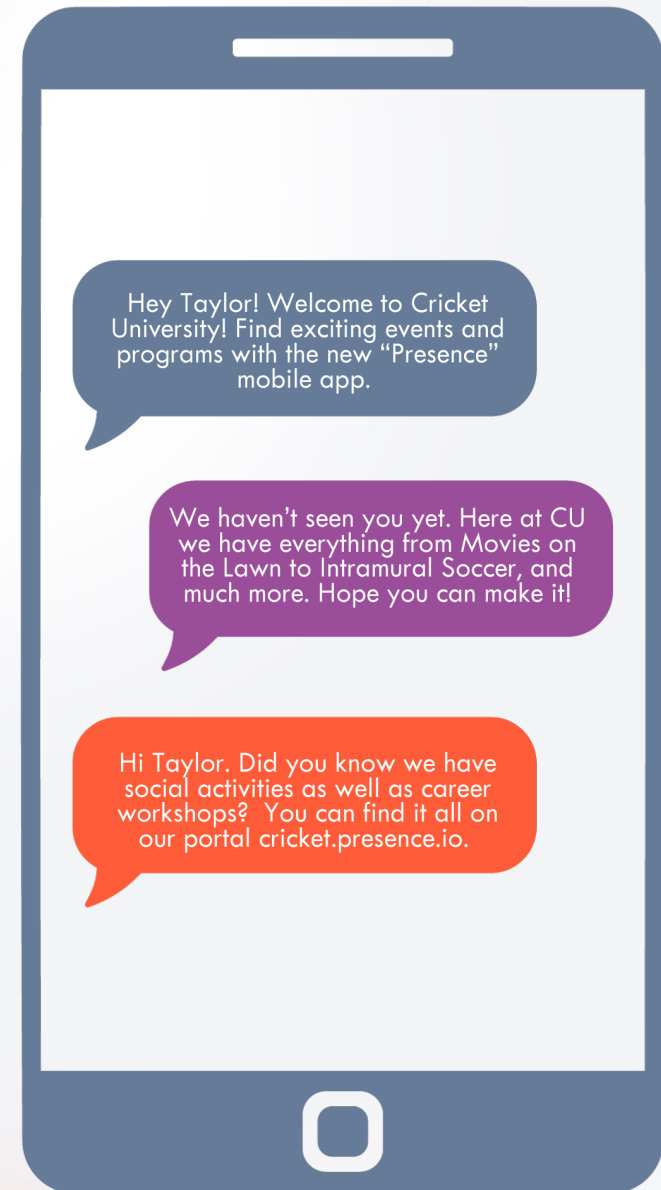


# Demo Setting Up

# The Nuts and Bolts!

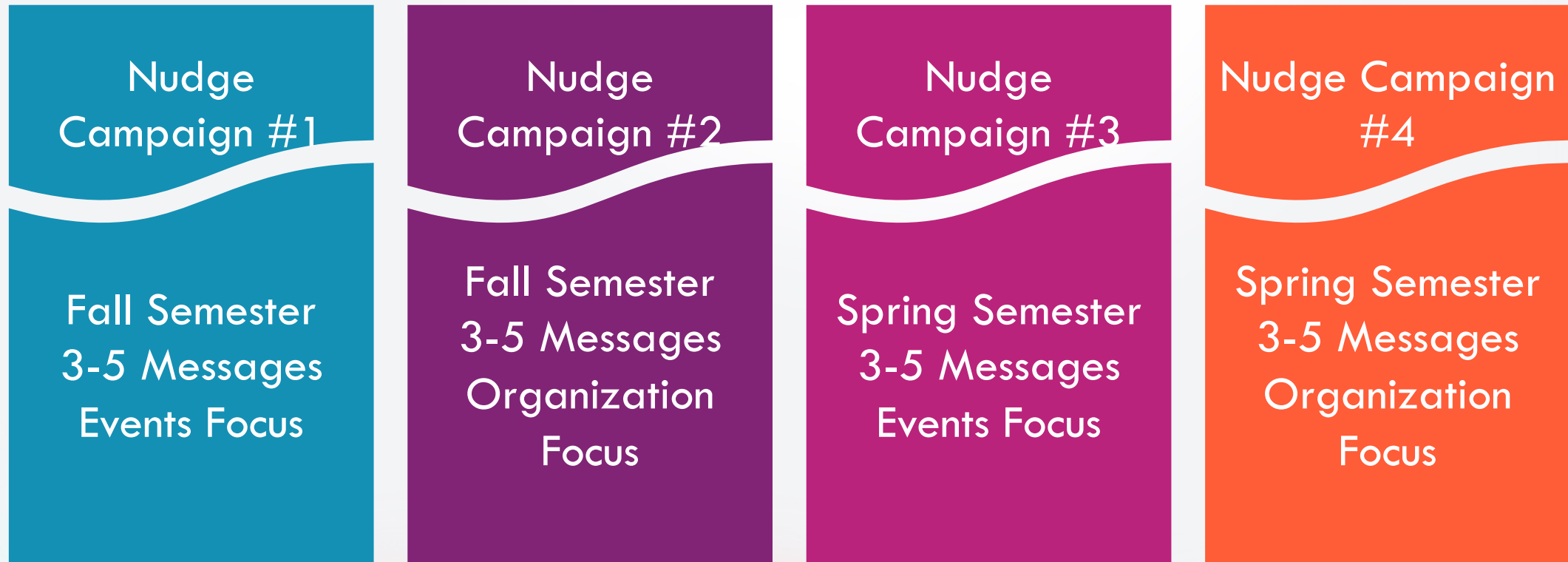
# Nudges Package

- 4 Nudge Campaigns
- Each campaign = 3-5 Messages
- Example
  - 1 Events Nudge Fall Semester
  - 1 Organization Nudge Fall Semester
  - 1 Events Nudge Spring Semester
  - 1 Organization Nudge Spring Semester



# Example Nudges Package Implementation

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# Ready to set up your Nudges?

- Reach out to your Account Manager
- OR [involve-support@moderncampus.com](mailto:involve-support@moderncampus.com)

## Engage the Unengaged with Nudges

Harness the power of your data to transform student behavior through the use of SMS messaging, increasing engagement and retention.

# Q&A

Please put your questions in the Q&A box.  
I'll get to as many as possible and follow up via  
email if more research is needed!

# Thank You

See you next month!