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!

Conditional Logic

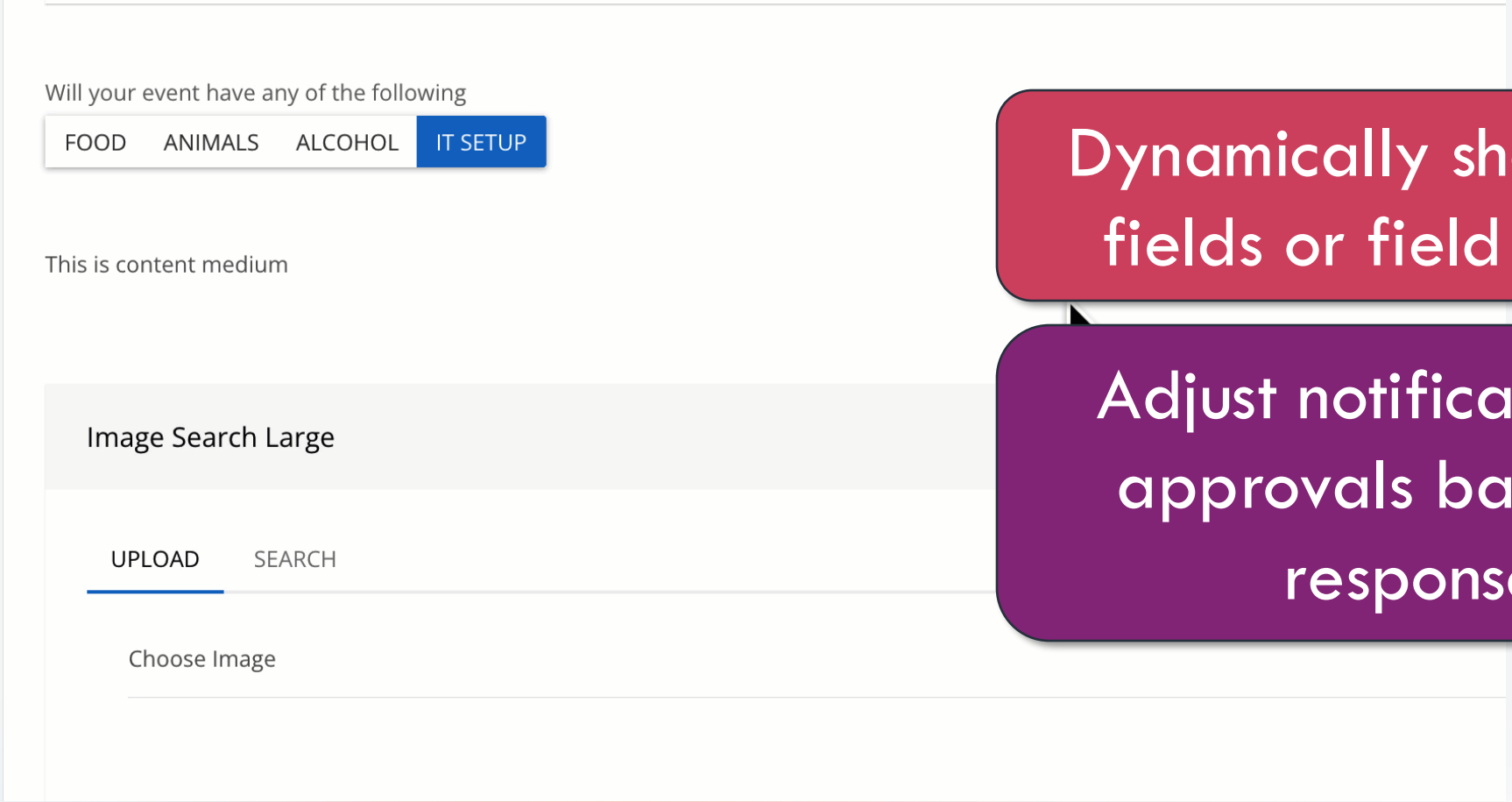
This webinar is suited to any user who creates and manages forms!

Agenda

1. Intro
2. What is conditional logic?
3. Logic Options
4. Notifications and Approvals
5. Quick Tips
6. Q&A
7. Close

What is conditional logic?

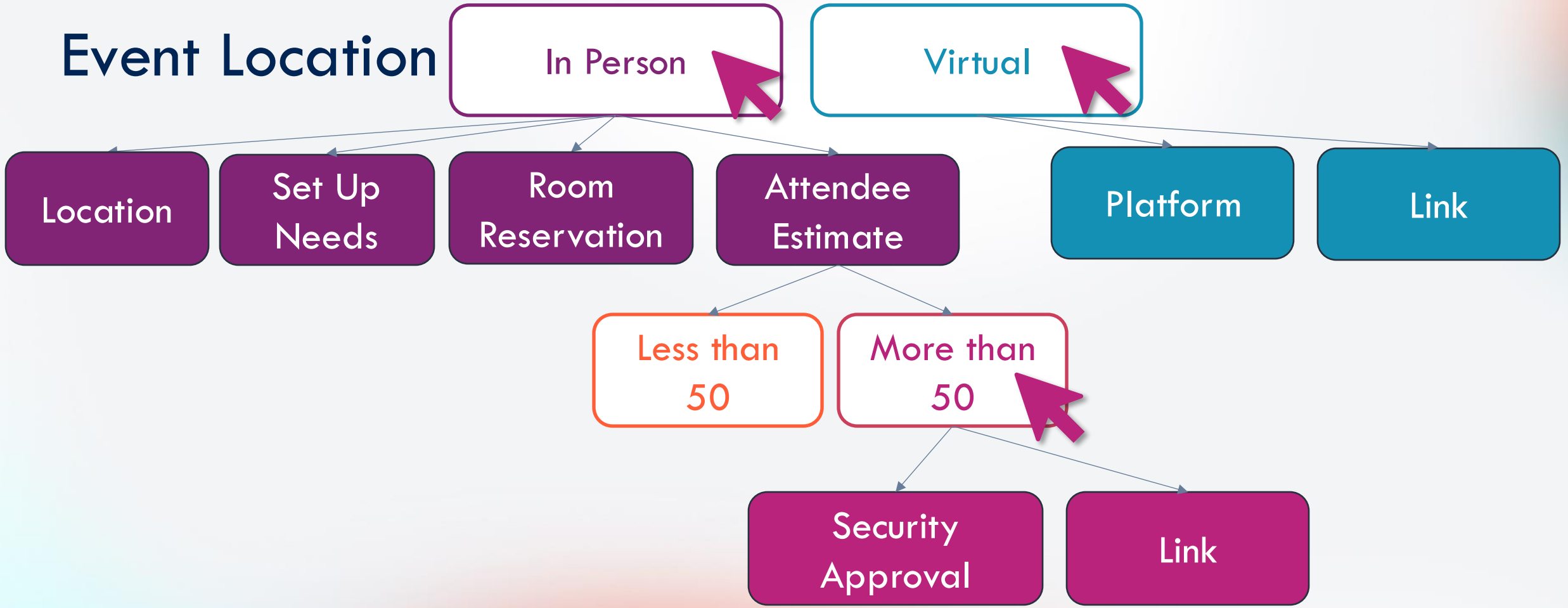
Conditional Logic



Dynamically show/hide fields or field groups

Adjust notifications or approvals based on response

Event Registration



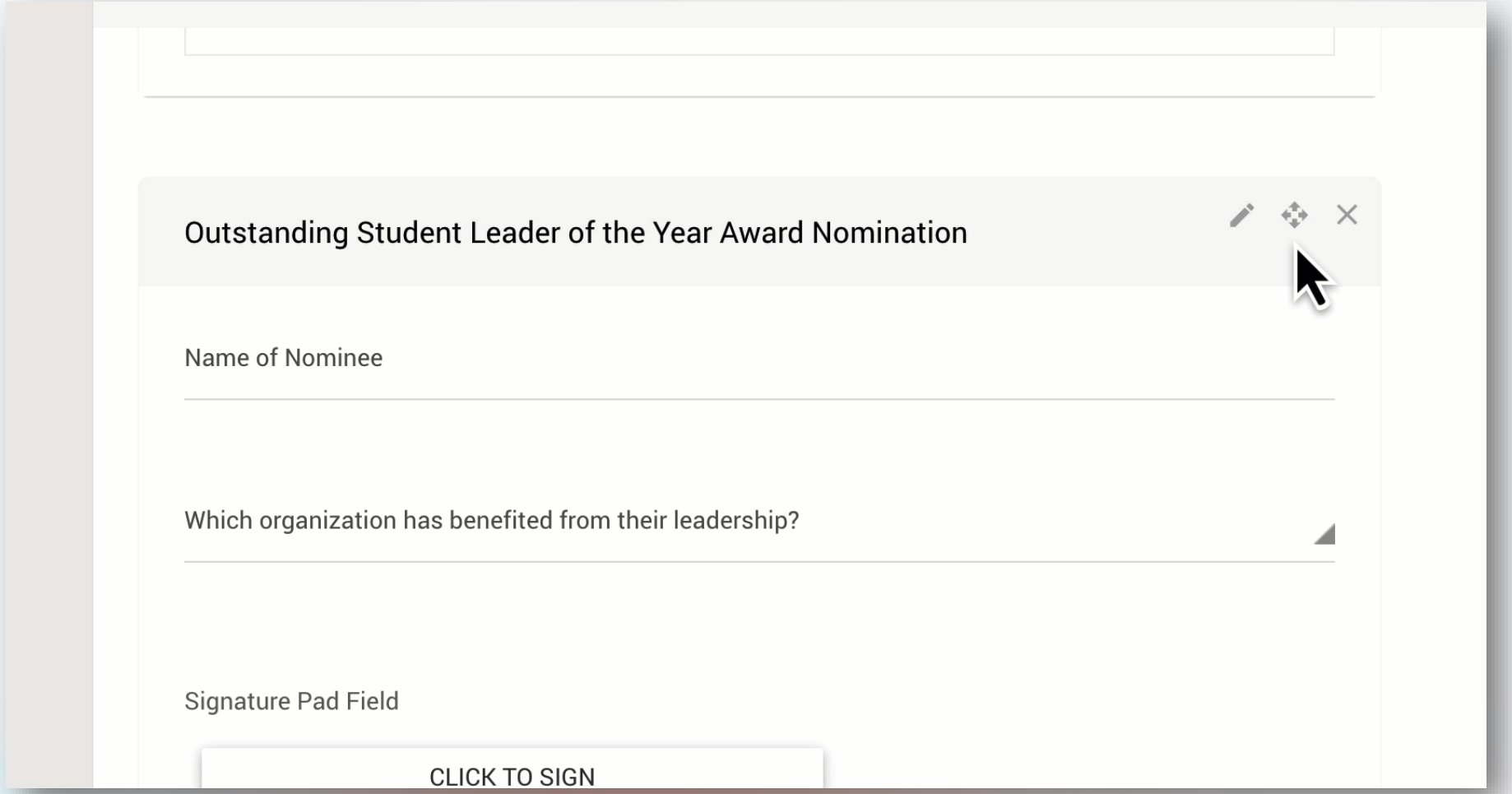
Leadership Program Application

Benefits

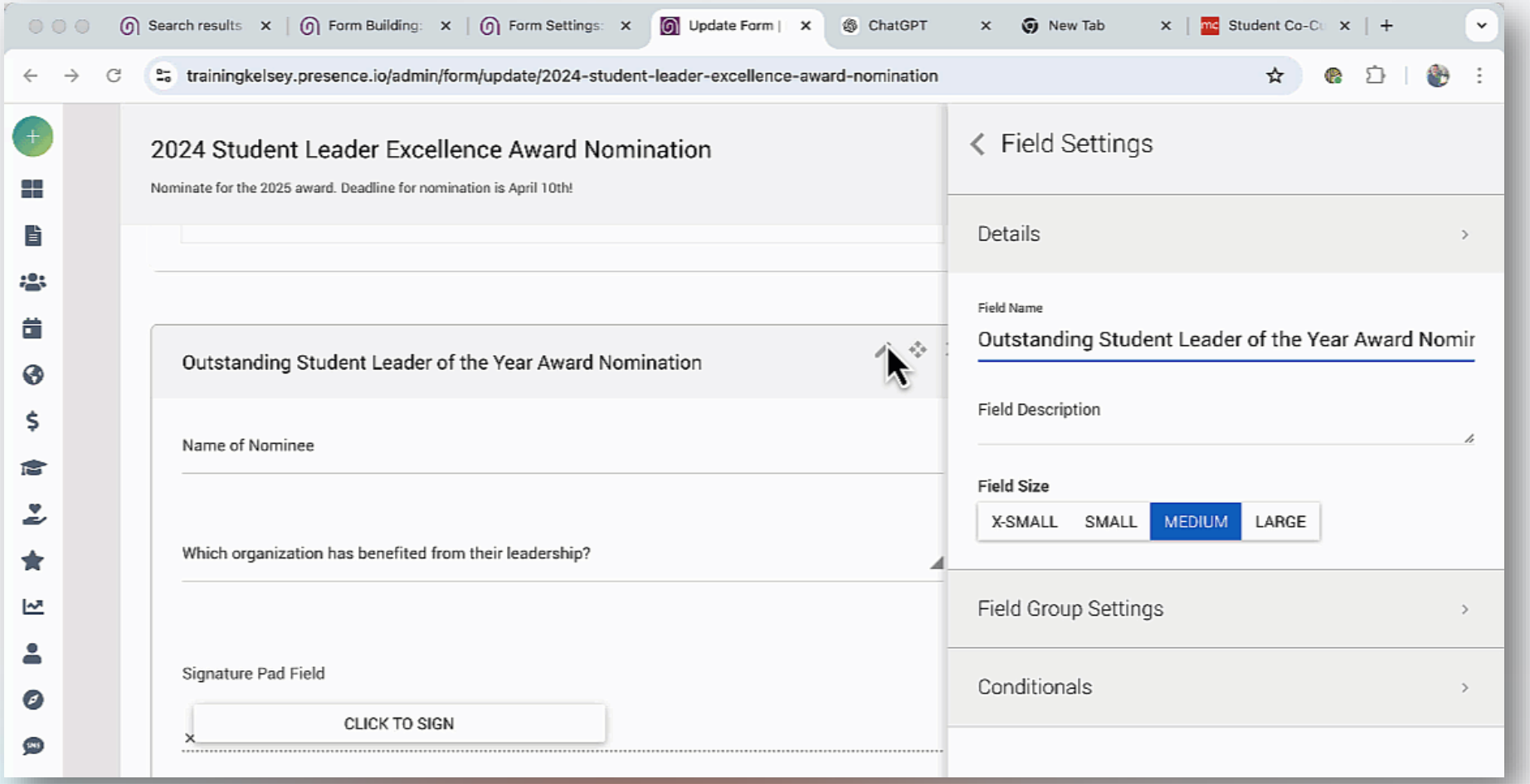
- **Streamlined User Experience:** Students only see relevant fields based on their inputs.
- **Efficient Processes:** Reduces form complexity and saves time for administrators.
- **Automated Approvals/Notifications:** Logic triggers routing for approvals, speeding up workflows.
- **Data Accuracy:** Conditional fields ensure all necessary information is captured based on specific scenarios.

Create Conditional Logic

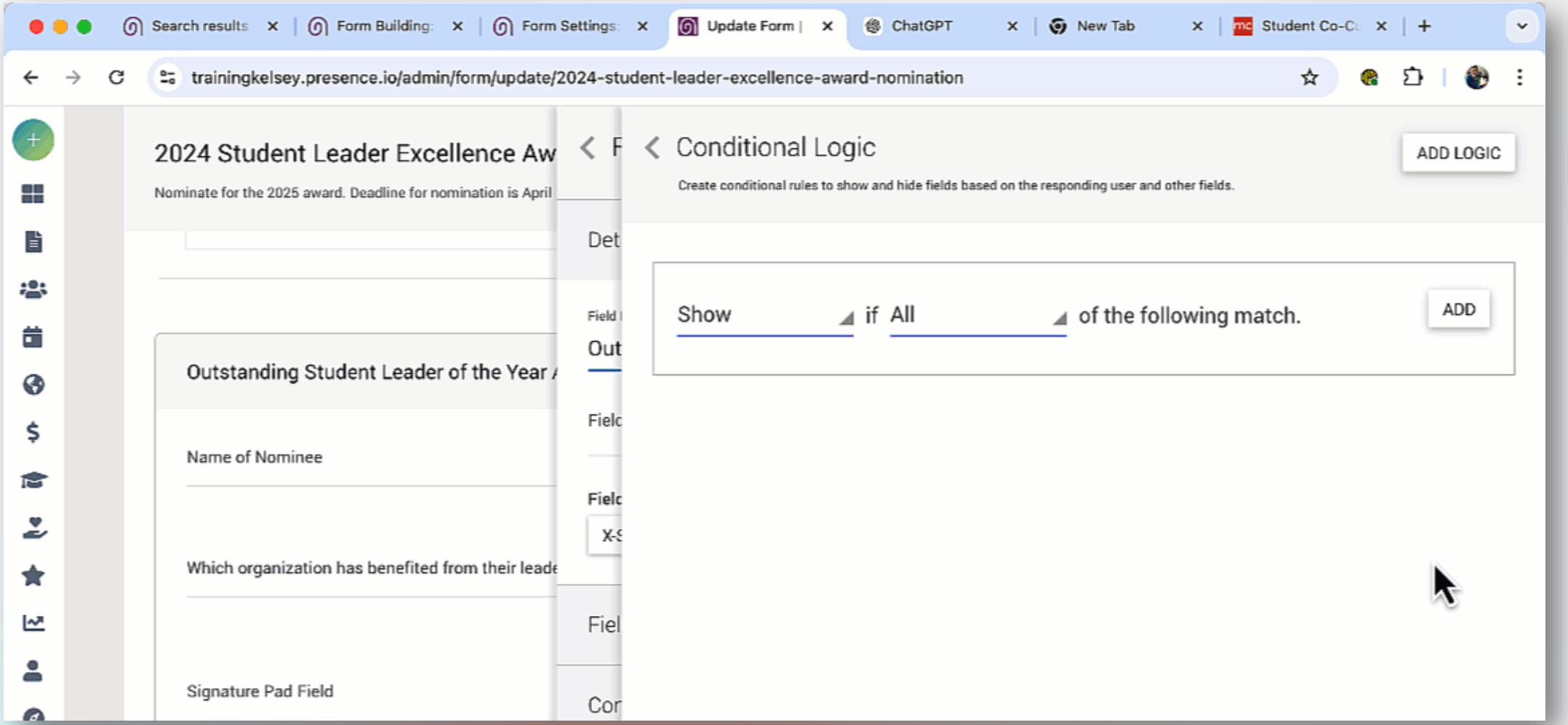
Select the field you want to show or hide and click the pencil icon.



Select “Conditionals”



Create your “sentence”

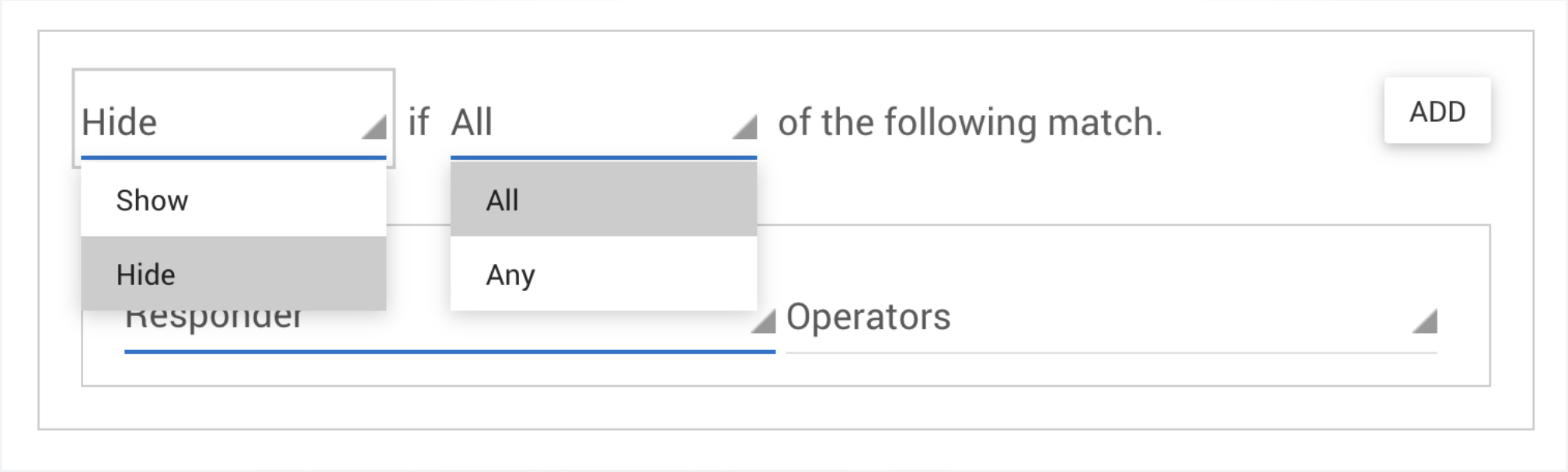


Demo – Campus Feedback Form

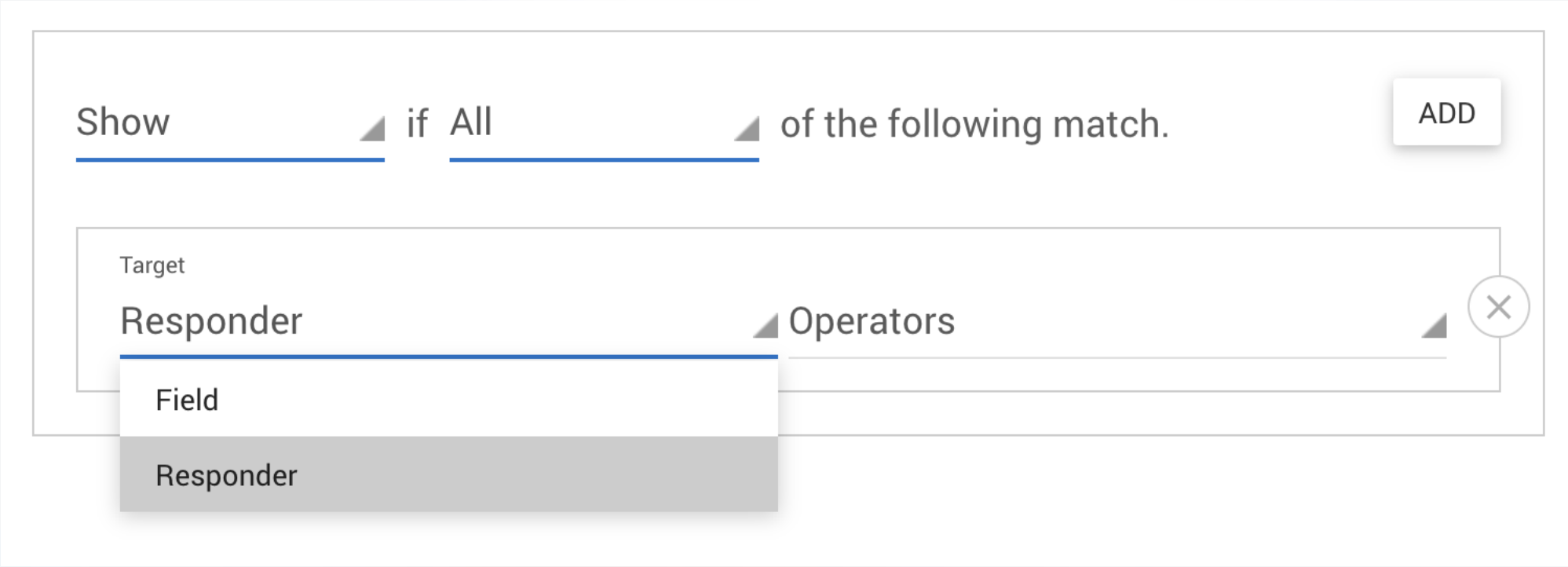
- Add Question at the top: Dining Services, Tech Center, Campus Event
- Add Field Group
  - **Follow-Up (Optional)**
  - **Field: "Would you like someone to follow up regarding your feedback?"** → Yes/No toggle.
  - **Conditional Logic:**
  - If **Yes:**
    - Show:
      - **"Please provide your email address or contact information."** → Text input.

Logic Options

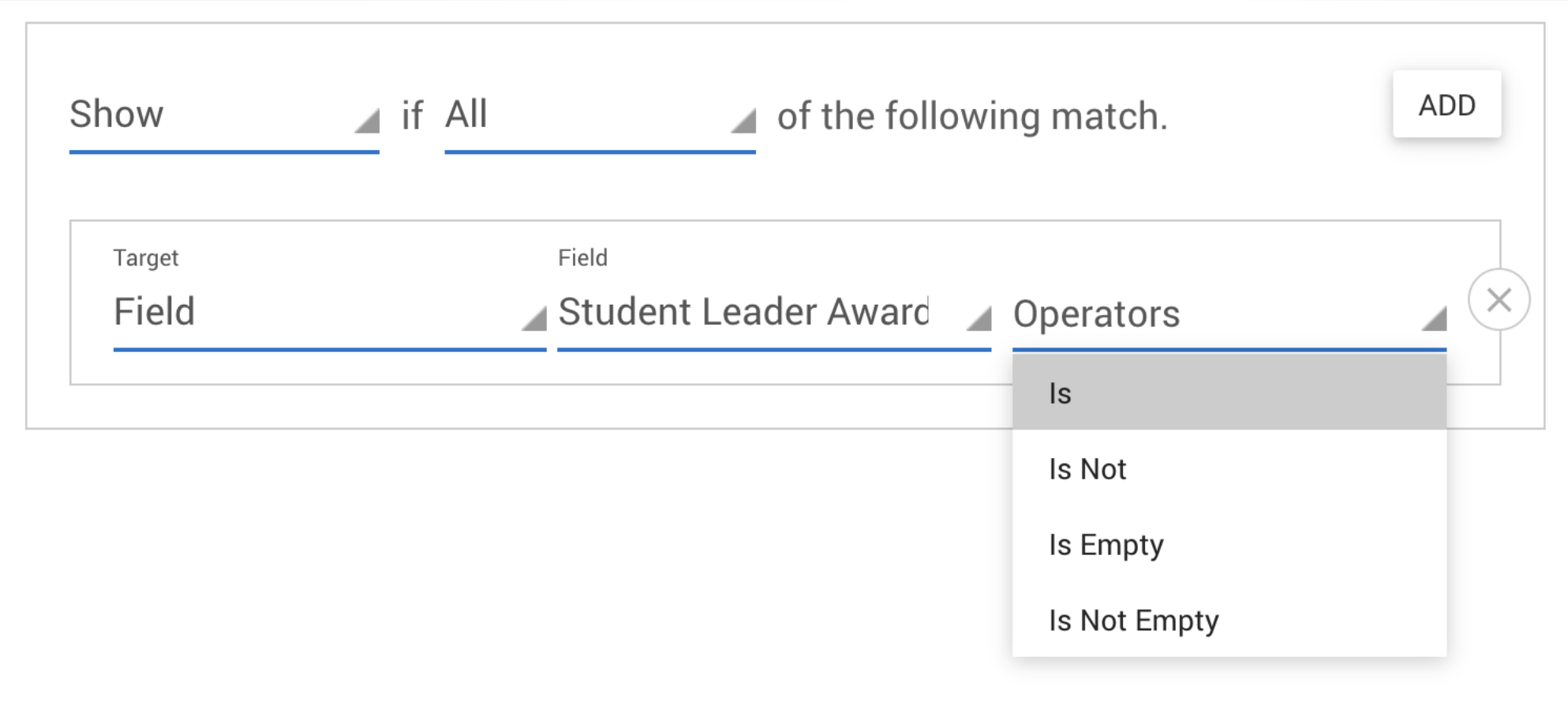
Hide or Show? Any or All?



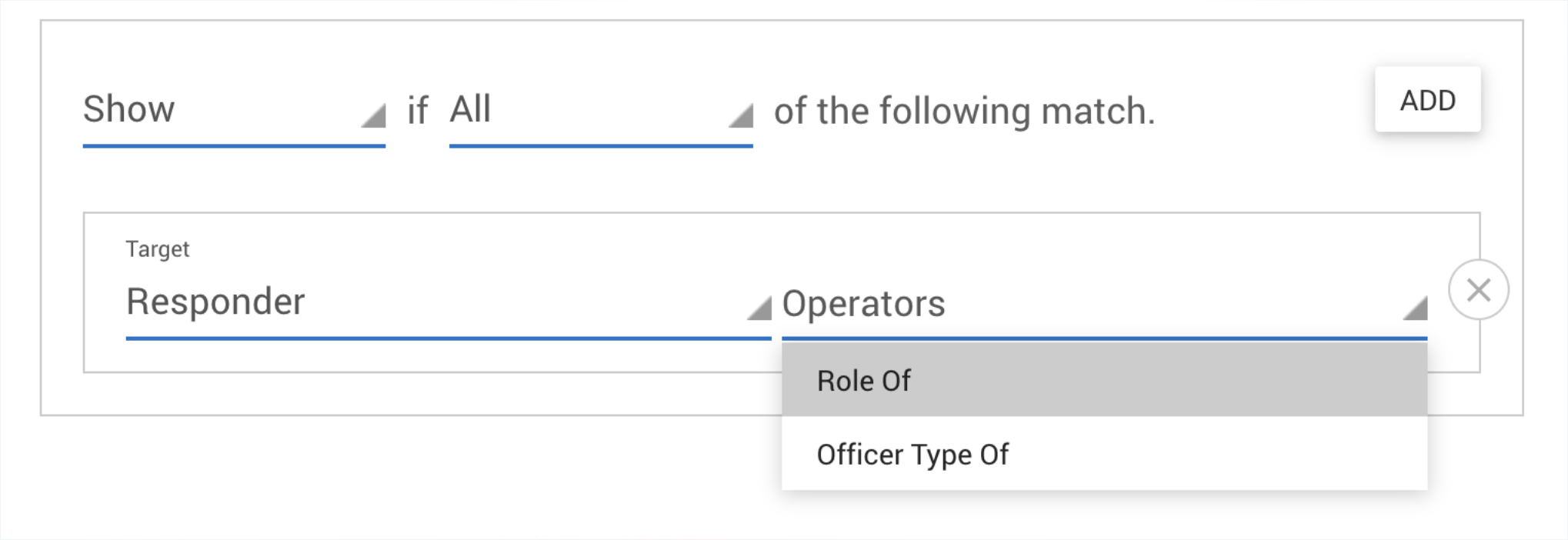
Target a Responder Type or a Specific Field



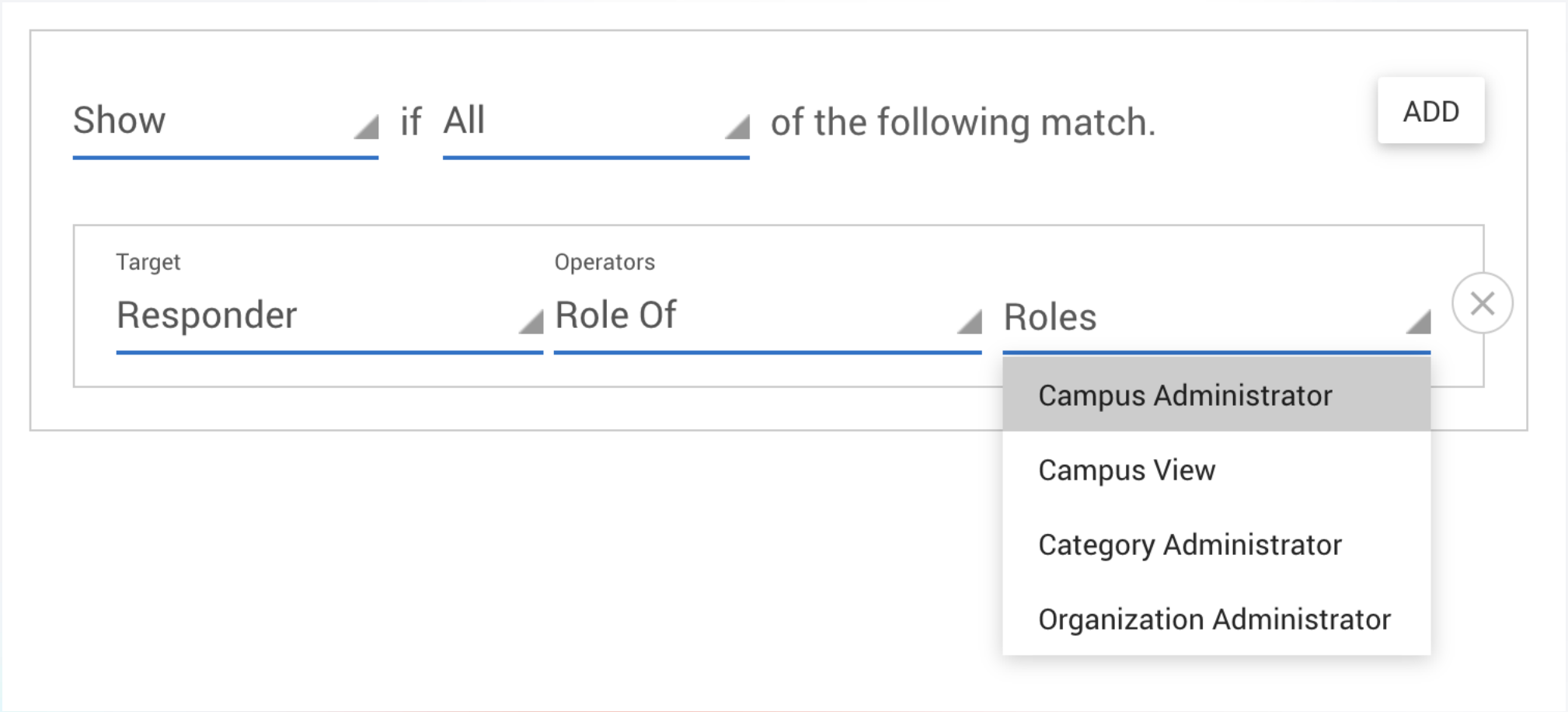
Field: Choose Your Field and Operator



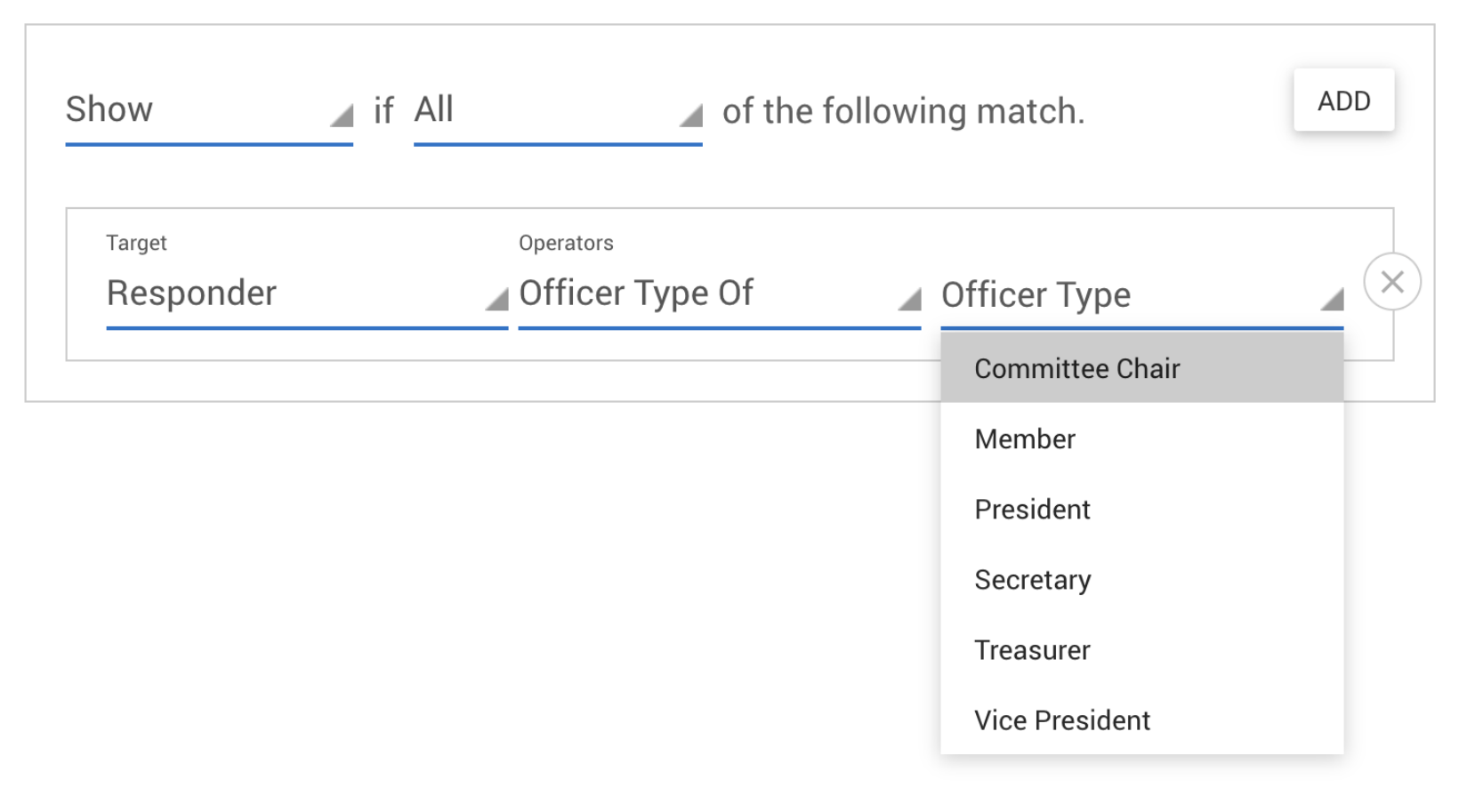
Responder: Role or Officer Type



Select the Targeted Role



Select the Targeted Officer Type



Notifications and Approval Conditional Logic

Event Registration

Event Location

In Person

Location

Set Up Needs

Room Reservation

Attendee Estimate

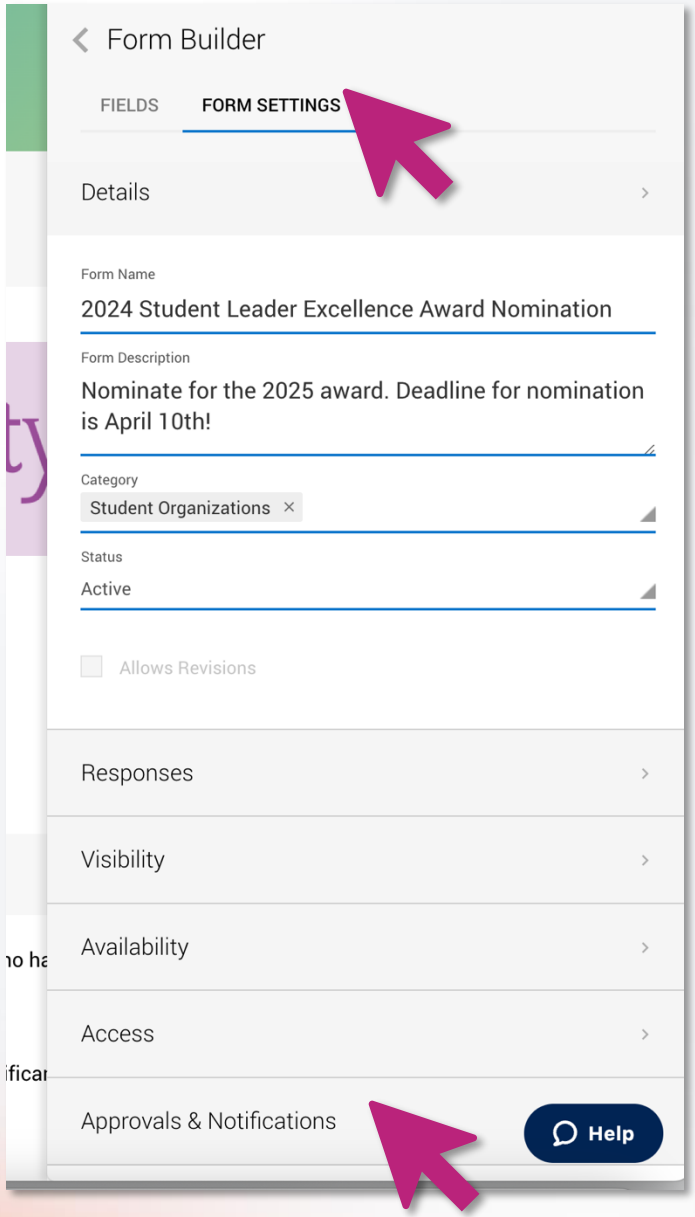
Less than 50

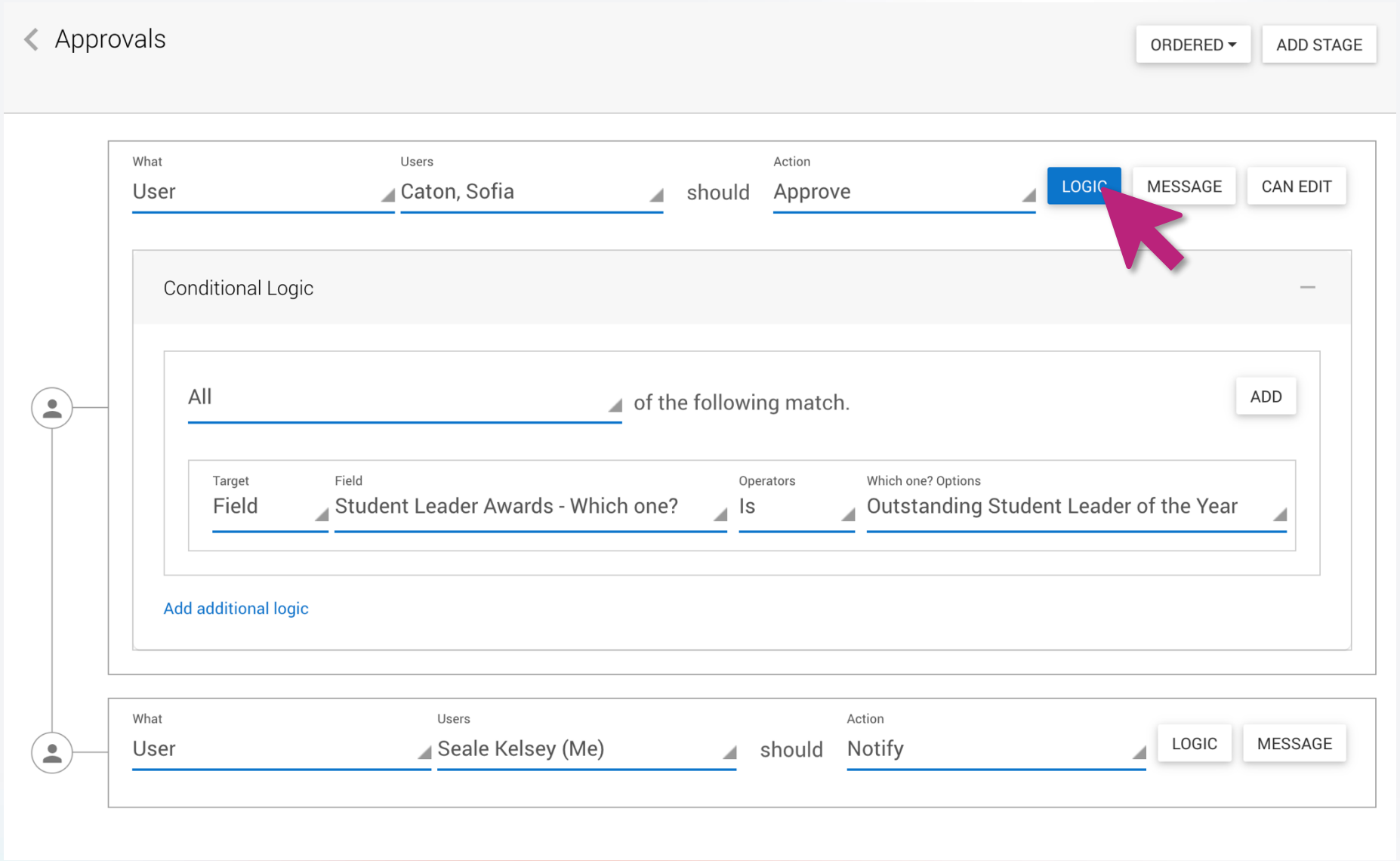
More than 50

Send Notification to Head of Campus Safety

Notifications and Approval Logic

- Target specific field choices
- Send approval email
- Send notification email
- Declutter your inbox!




Approvals
ORDERED
ADD STAGE
What
User
Users
Caton, Sofia
should
Action
Approve
LOGIC
MESSAGE
CAN EDIT
Conditional Logic
All
of the following match.
ADD
Target
Field
Field
Student Leader Awards - Which one?
Operators
Is
Which one? Options
Outstanding Student Leader of the Year
Add additional logic
What
User
Users
Seale Kelsey (Me)
should
Action
Notify
LOGIC
MESSAGE

Demo

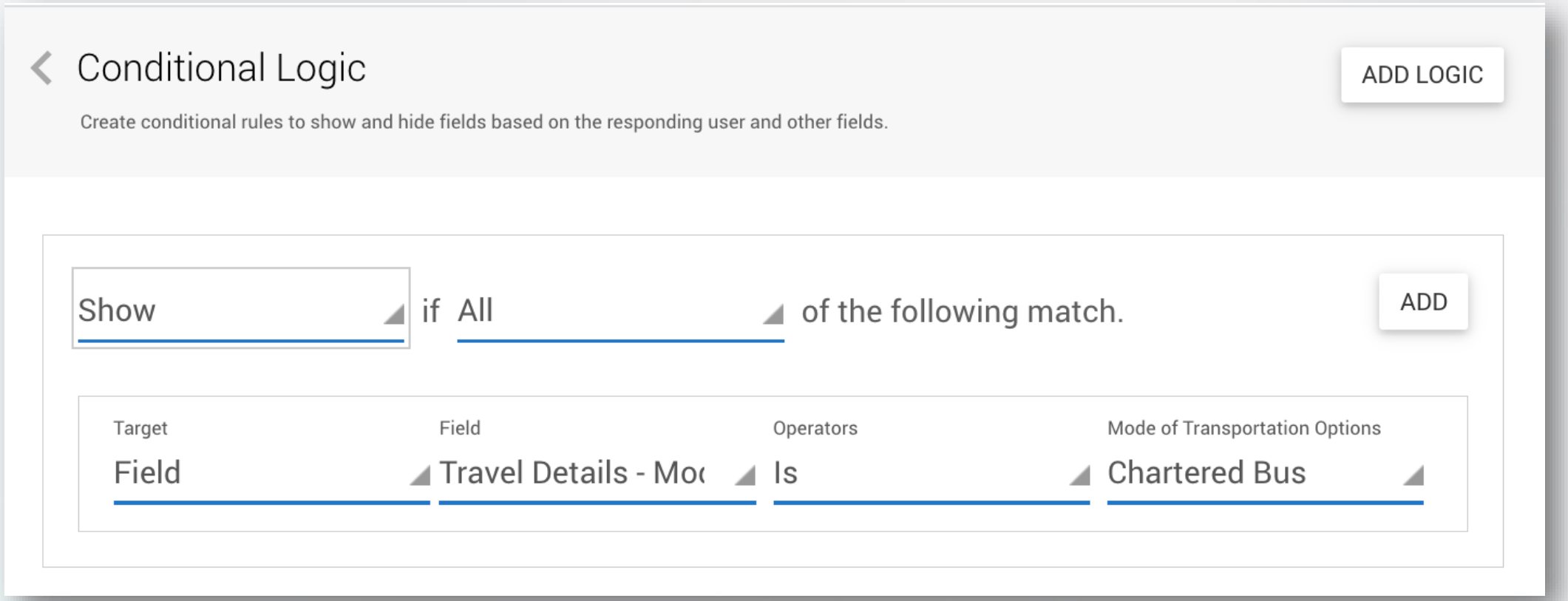
- Student Leader Excellence Award

Conditional Logic Quick Tips

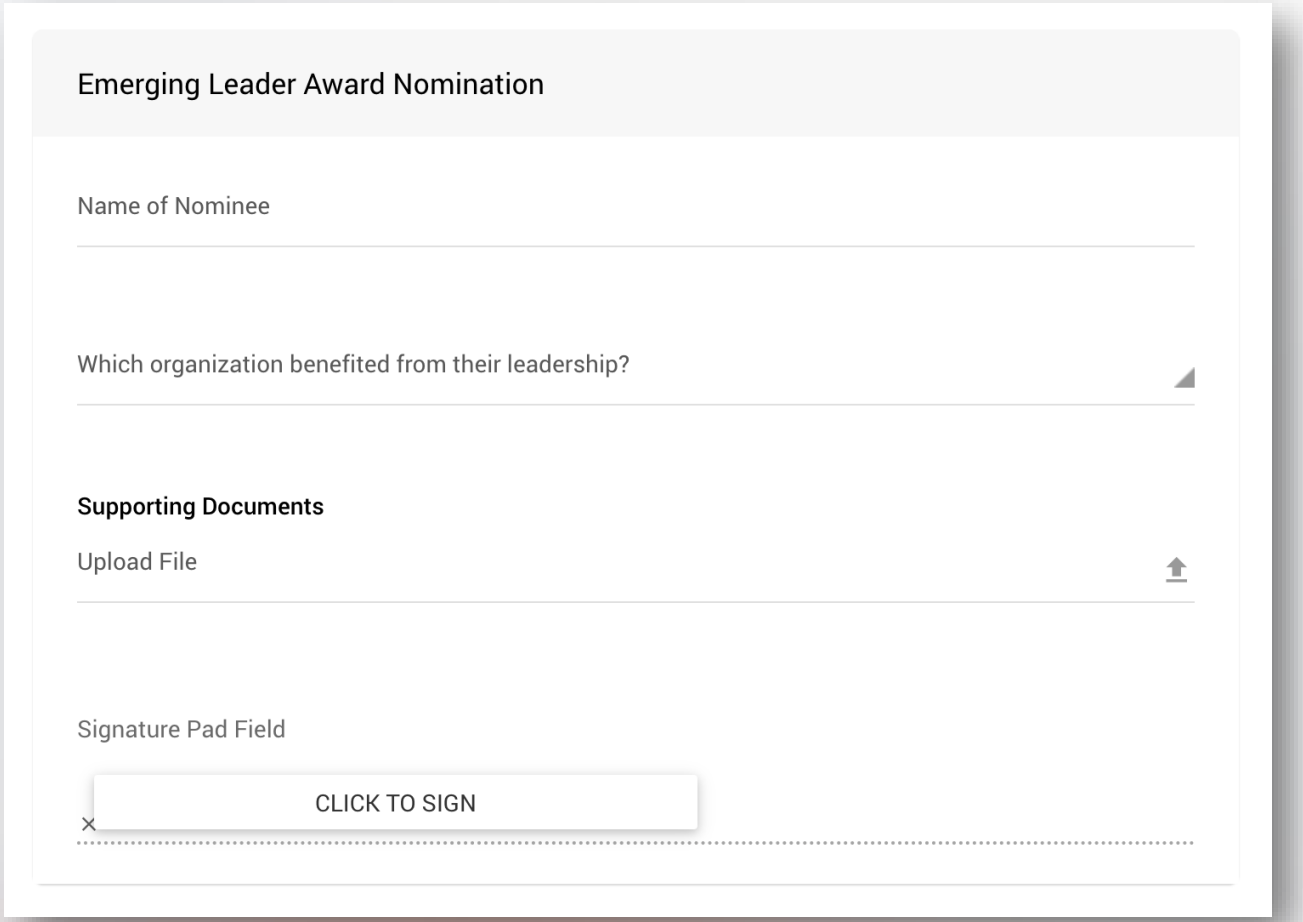
Expand Your Thinking (and Forms!)

- Not simply digitizing paper forms
- Use logic to combine multiple forms in one
- Remove unnecessary bulk!

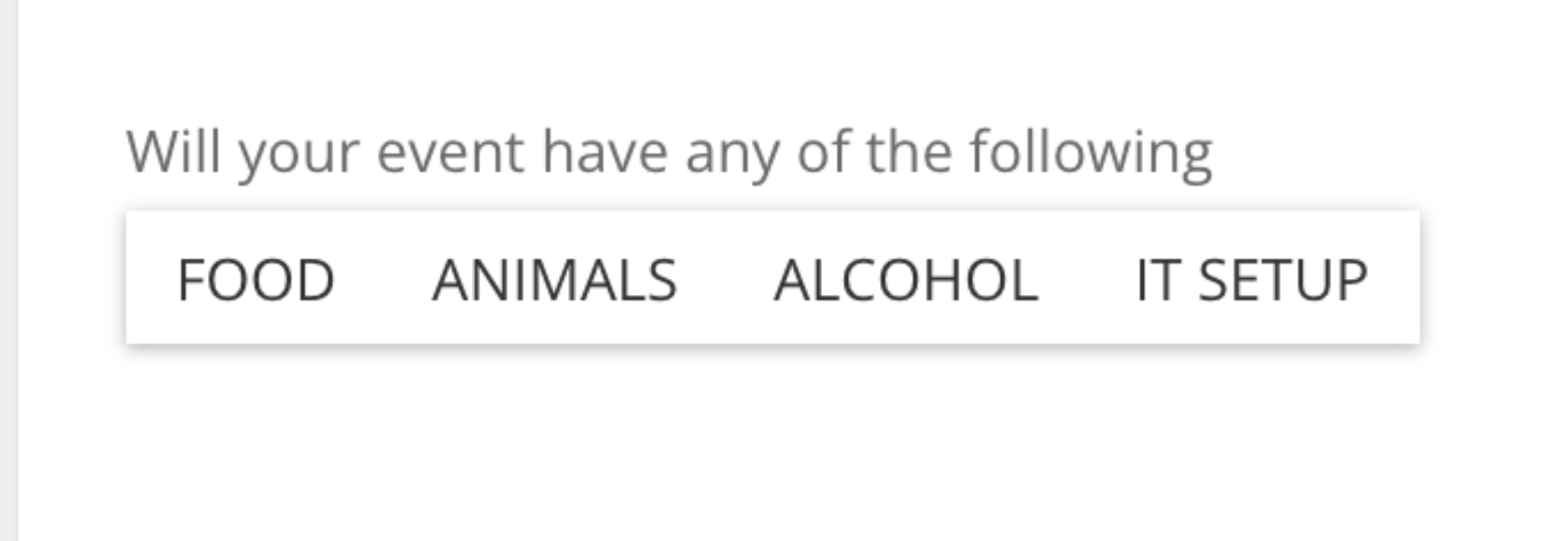
Read Aloud


Conditional Logic
ADD LOGIC
Create conditional rules to show and hide fields based on the responding user and other fields.
Show
if All
of the following match.
ADD
Target
Field
Field
Travel Details - Moc
Operators
Is
Mode of Transportation Options
Chartered Bus

Use Field Groups



Simplify


Will your event have any of the following
FOOD
ANIMALS
ALCOHOL
IT SETUP

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!

Don’t attend events.

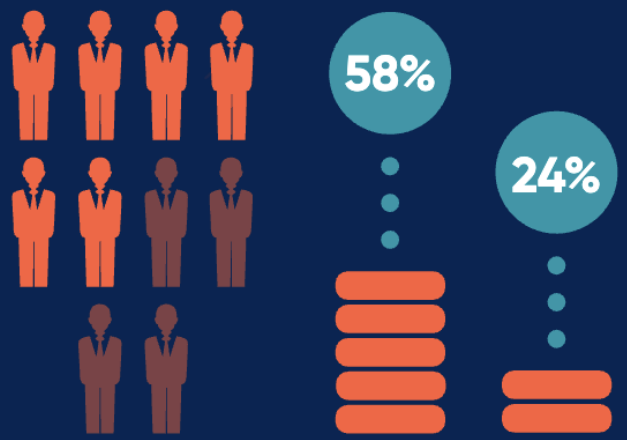
Haven’t joined an organization?

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**

HARFORD COMMUNITY COLLEGE

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

ATU ARKANSAS TECH UNIVERSITY

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

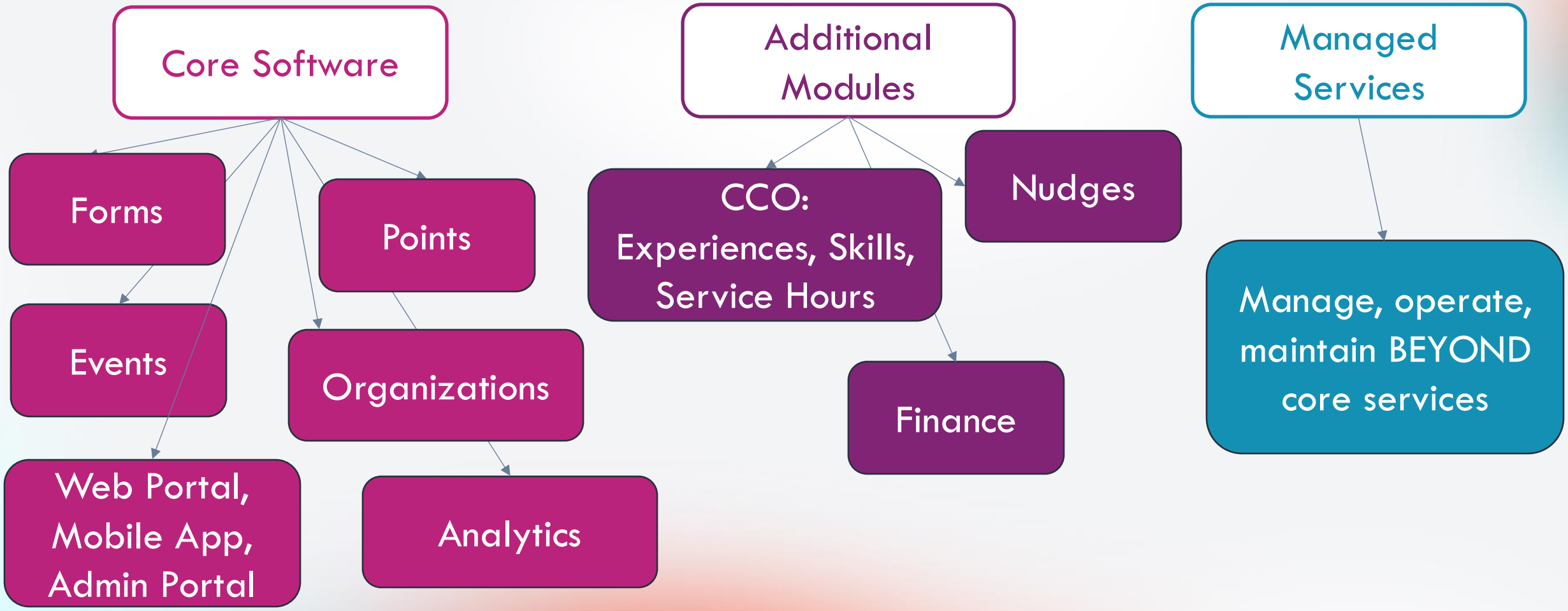
Timely

High Open Rate

Concise

Nudges

Modern Campus Involve



Nudges

Hey Taylor! Welcome to Cricket University! Find exciting events and programs with the new "Presence" mobile app.
We haven't seen you yet. Here at CU we have everything from Movies on the Lawn to Intramural Soccer, and much more. Hope you can make it!
Hi Taylor. Did you know we have social activities as well as career workshops? You can find it all on our portal cricket.presence.io.

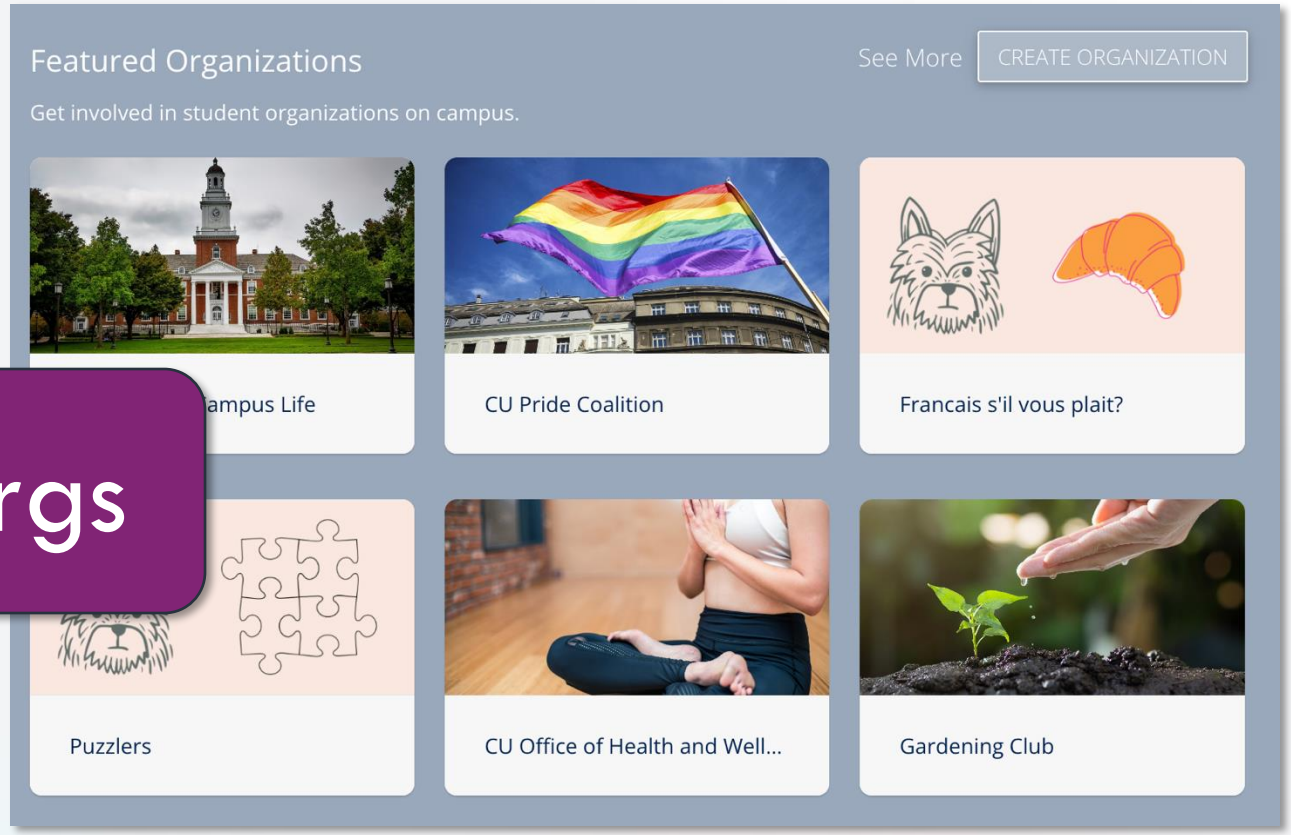
What are Involve Nudges?

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

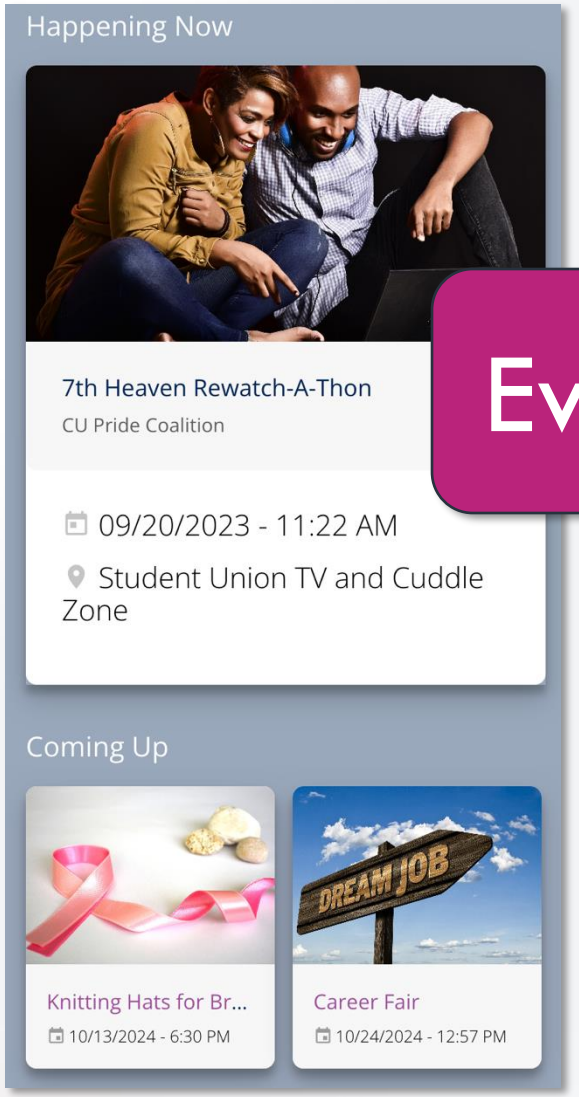
How Nudges Work

Nudge Focus Choices

Orgs



Events



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.

🔥 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.

🎉 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]! 🙌
📅 When: October 23rd, 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

Define Message Details

Select Your First Nudge Campaign

You can download this form from the link in the chat!

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

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

- Select criteria.
- Fill in details.

You can download this form from the link in the chat!

Event Involvement Nudges

Event Attendance: Nudge Option 1

Goal: Encourage students who have not attended recent e th mobile app and get involved.

Start Date

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

- Select criteria.
- Fill in details.

You can download this form from the link in the chat!

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 yo 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 lov 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 lin

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 [last_event_attended]. Don't forget you can find more

Org. Nudge

Define Message Details

- Select criteria.
- Fill in details.

You can download this form from the link in the chat!

Organization Involvement: Nudge Option 1

Goal: Encourage students who are not a member of an organization to attend your cam
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 group

make your college experience unforgettable. Don't miss out—it's your time to get involv

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

Portal Link

When: [Date & Time]

Where: [Location]

Specifics

2. Follow-Up Text #1:

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

Org. Nudge

Define Message Details

57

- Select criteria.
- Fill in details.

You can download this form from the link in the chat!

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 an

update all your information by [Due Date]!

Specifics

[Office Name, Staff Name, or Email Address]

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

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

Nudge Campaign #1	Nudge Campaign #2	Nudge Campaign #3	Nudge Campaign #4
Fall Semester 3-5 Messages Events Focus	Fall Semester 3-5 Messages Organization Focus	Spring Semester 3-5 Messages Events Focus	Spring Semester 3-5 Messages Organization Focus

Ready to set up your Nudges?

- Reach out to your Account Manager
- OR 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!