Unlocking the Power of Text-Based Nudging

modern campus
message®

Hundreds of college and universities have found that nudging students via text messaging increases engagement, retention and success. Here's how.

Don't nag your students, nudge them.

Nagging—the Traditional Approach to Student Messaging

Texting is a flexible communication strategy; it works wonderfully for registrars, academic advisors, career counselors, admissions counselors and other student-centered offices to provide learners with timely, personalized support.

But when students are unsure of which tasks to prioritize or why they should take a certain action, they disengage.

✕ Ineffective Nagging

Don't forget: tomorrow's the deadline to register for our admissions info session.
Please pick a summer orientation date by this Friday, Alex.

This year's FAFSA form is open. Be sure to complete it by June 30.

How's your first semester going? Fill out our survey at [url]!

Alex, there's an academic hold on your account. Stop by my office this week to fix it.

Want a tutor to help prepare for midterms? Sign up at [url].
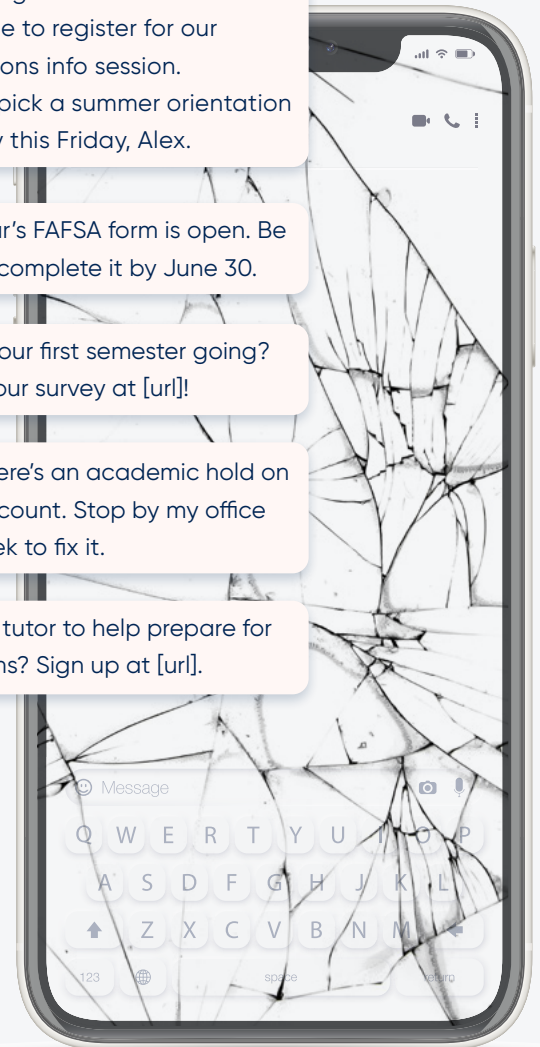
Nudging—the Streamlined, Effective Approach to Connecting with Modern Learners

Nudge technology, also known as nudging or digital nudging, leverages behavioral economics to influence and guide a person's decisions and behaviors in a subtle, non-intrusive manner.

Nudging your students—by sending them timely, targeted prompts— encourages them to take specific actions, make better choices and stay on track to meet their goals.

Effective Nudging

PRE-APPLICATION

Hi Alex, this is Sarah from Modern Campus University. 👋 We're hosting an info session for students in your area on April 20th. You can register here: [link]. Hope you can join us!

Yay, I'll be there!

AFTER ACCEPTANCE

We're so excited to have you join us at Modern Campus University, Alex! Do you know which weekend you'd like to attend summer orientation? The dates and details are here: [link].

July 25-26 is best for me. Can my parents come too?

Great, I'll register you for those dates. And we have a separate family orientation program that I'll register your parents for. 😊

More Effective Examples of Nudging
Throughout the Student Lifecycle

BEFORE FAFSA

Hi Alex! As of today, you can now file for FAFSA.

Looks confusing. I might have some questions...

That's what I'm here for. Feel free to keep texting or give me a ring at 428-020-1154

AT THE START OF A SEMESTER

Hi Alex, it's your advisor Sam. How's your semester going so far. Anything I can help with?

Eh, I'm ok. Class is fine but I'm having trouble making friends.

I'm sorry to hear that. Have you checked out any student organizations to join?

No. How do I do that?

You can see every campus club and event in the MCLife student portal, here: [link].

BEFORE COURSE REGISTRATION

Hiya Alex! Course registration opens on Monday at 7am. Did you know you have an academic hold on your account?

OMG no!

It's ok; I can help. Stop by my office sometime this week and we'll take care of it.

MID-SEMESTER

Are you ready for midterms next week, Alex? We have lots of study tips and guides for de-stressing here: [link]. Would you like to connect with a tutor?

Yes! Are there any for calculus?

There sure are! You can find one and schedule your first session here: [link].

The Impact of Nudging

By nudging students via text messages, colleges and universities have:

- **Re-enrolled students:** Cuyahoga Community College re-enrolled 39.2% of stopped-out students through nudging.
- **Increased alumni engagement & donations:** Within one year, The University of Notre Dame generated more than 500 alumni gifts through strategic texting.
- **Increased first-year enrollment:** Nudging prospective students helped Benjamin Franklin State University increase enrollment five semesters in a row.
- **Improved academic support:** Academic advisors at Pellissippi State Community College engaged 86.7% of students through text messaging. Those students were also more likely to register for the next semester of classes and earned an average GPA 0.27 points higher than their unengaged peers.
- **...and more!**

The Power of Text Messaging

Texting messaging is most learners' preferred communication method, especially Millennials and Gen-Z.

97%

of high school students say they'd be open to receiving text messages from colleges and universities.
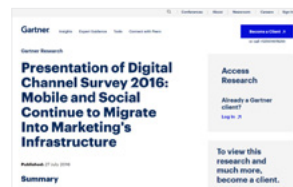
Email has an average open rate of just 20%, but **the open rate for texts is more than**

98%

86%

of current college students **say that** text messages have successfully prompted them to complete a task.
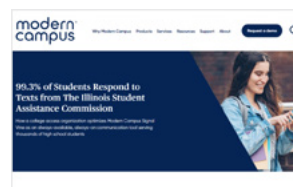
99.3%

of students responded to at least one text from the Illinois Student Assistance Commission.

But how can you scale up nudging, to engage with hundreds or thousands of prospects, students or alumni?

Meet Modern Campus Message: the only text messaging platform, purpose-built for higher education, that seamlessly combines AI with human-generated, conversational messaging.

Blended Messaging™ smoothly combines messages generated by humans and AI into a single conversational thread. AI automatically replies to familiar incoming messages and flags the more complex, unique or vague conversations, sorting them into your action-needed folder. Your team will step in when necessary; automation will handle the rest. Every text helps you better build relationships and showcase your level of care—without requiring round-the-clock staffing.

Get to know **Blended Messaging™.**