

**JUST ONE MORE COURSE**

Creating a Measurable Nudge Campaign to Increase Unit Load

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**WHAT'S A NUDGE CAMPAIGN?**

- A type of no-harm outreach that is intended to encourage certain behaviors
- Small pushes in the right direction
- Data inspired
- Grounded in mindset principles
- Short, personal, authentic messages
- Positive and encouraging
- Timely and relevant
- Action oriented

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**15 TO FINISH VS. REALITY**

- 61% of community college students are part-time, often for personal or financial reasons
- Part-time students are here, it's crucial to not force the same practice or policy on every student
- If our goal is improved outcomes, focusing on one more course may be the most impactful route
- The key to better serving part-time students is understanding their circumstances and realities
- We must thoughtfully address part-time student issues in our policies, practices, conversations, and innovations

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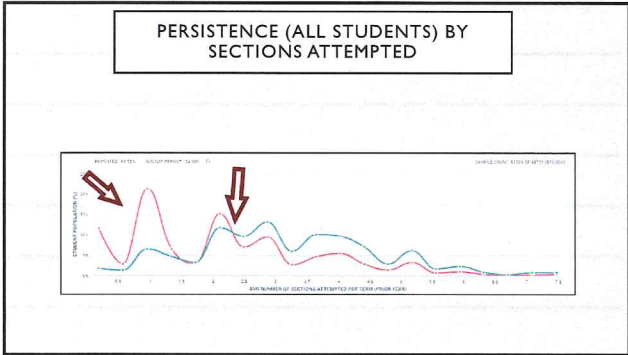
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- ### SOME IMPORTANT PREDICTORS
- Educational goal
  - GPA (both prior year and prior term)
  - Average number of sections attempted per term
  - Cumulative credits earned
  - Average number of days enrolled before start of current term

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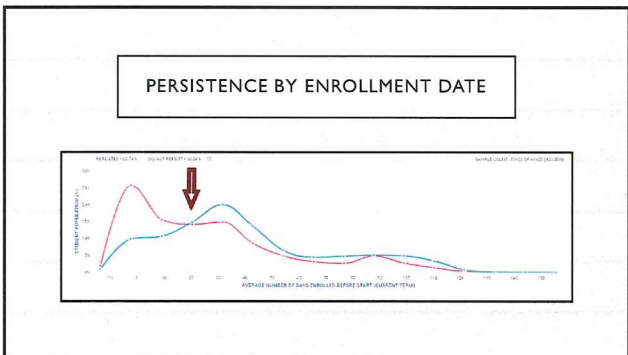
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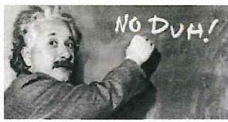
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The Civitas Predictive Model confirms what we already know:

- Students who enroll close to the start of the term do not "persist" at the same rate as other students
- Student who enroll in low or mid-range unit loads have a lower persistence predictions
- Students on an ADT pathway have higher persistence predictions (holds true when findings are disaggregated by student demography)

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SO WHAT'S THE PLAN?

- Target a specific group
  - Students who entered the institution as first time in college students
  - Students enrolled in more than one course
  - Keep the group small enough to manage
  - Focus on "Get to your goal faster"
  - Send two messages between now and the beginning of fall
  - Be staffed for response

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PERSISTENCE PREDICTION FOR STUDENTS WHO ARE FTIC UPON ENTRY TO SCC



- Target communication by persistence prediction
- This group will change as we move through the enrollment cycle
- Remember that most of our students enroll after their enrollment date

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