Implementing Strategies to Encourage Summer Enrollment

OACC Student Success Leadership Institute
September 13, 2019

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Postsecondary Education, MDRC
Introductions

• Name
• College
• Any summer enrollment initiatives or activities at your college or something you did this summer
Our Time Today

1. In-depth look at the EASE messages & behavioral science principles
2. Which of the two EASE strategies should my college adopt?
3. The planning process
4. Next steps
Two Strategies to Encourage Additional Summer Enrollment:

**INFORMATIONAL CAMPAIGN**
- 6 e-mails, 2 letters, and 1 postcard

**INFORMATIONAL CAMPAIGN & TUITION ASSISTANCE**
- Messaging + Last-Dollar Grant
The Tuition Assistance Grant...

Last-Dollar

Marketed through an Informational Campaign

Simplifies messaging around summer funding

Keep these Key Features
The Informational Campaign...

- Mentions financial aid (Pell Grant or last-dollar grant)
- Includes multiple messages
- Uses multiple modes of communication
- Incorporates behavioral science principles

Keep these Key Features
How Do the Messages Work?
What is behavioral science?

• Studies how people actually behave

• Draws on research from psychology and economics, among others, about decision-making and action

• Allows us to change how we approach problem-solving by being more reflective about predictable patterns of behavior
By nature, we are social and influenced by our peers.

Social Influence

Persuasion by society, peers, or a person of influence can affect people’s decisions and actions. People tend to follow what they think other people are doing.
Reframe options using social influence

![Bar chart showing energy consumption comparison between you, efficient neighbors, and all neighbors.]

Last month you used 15% LESS electricity than your efficient neighbors.

- **YOU**: 504 kWh*
- **EFFICIENT NEIGHBORS**: 596 kWh
- **ALL NEIGHBORS**: 1,092 kWh

* kWh: A 100-Watt bulb burning for 10 hours uses 1 kilowatt-hour.

**YOUR EFFICIENCY STANDING:**
- GREAT 😊😊
- GOOD 😊
- BELOW AVERAGE

Fig. 1. Home energy reports: social comparison module.

(Allcott, 2011)
As you may have heard around campus, many of your classmates are signing up for summer courses to get the most out of their time at Columbus State. The exciting new changes to the Pell Grant* means that you will have funding for summer courses that you do not need to pay back.

I wanted to share a couple of stories from students like you who got the most out of their summer by taking classes:

“I wasn’t sure in the beginning if I was going to take summer courses, but I am very happy that I did. It helped me not lose focus and just kept me on track... The workload part of it is huge for me because I won’t have to stress out with taking two additional classes on top of my nursing program. And without doing summer, I wouldn’t have been able to achieve that.”

--Heather I., Nursing student

“I think of it as a win-win situation. I was able to finish my modern language requirement as a result of taking a summer course. I had a couple friends in the class, and we would typically study after classes together...it was a good experience overall.”

--Jacob B., Associate of Arts
Summer registration is now open!

Taking summer classes is the best way to stay on track towards getting your degree. In fact, many of your classmates at MTC attend summer classes to graduate faster. I want to make sure you don’t miss out on this opportunity.

Social Influence
Breaking down a task into actionable steps and simplifying information has been shown to improve outcomes.

Implementation Prompts

Encouraging people to plan the steps they will take to complete a task can move people from intention to action.
Standard Informational Postcard

**FOOD BANK FOR NEW YORK CITY LOCATIONS NEAR YOU**

**COMING TO FOOD BANK OFFICES** listed here between March 11 and April 9 to receive:

- More information about the Paycheck Plus bonus
- And a $50 gift card

**COME IN TODAY TO LEARN MORE!**

For other locations or questions call 646-981-6111

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**Capital One Bank**
356 Fulton St., 2nd Fl., Brooklyn, NY 11201
Tue-Wed, 10am-7pm | Thu, 10am-8pm | Sat, 9am-5pm

**Bed-Stuy Restoration Plaza**
1392 Fulton St., Brooklyn, NY 11216
Tue-Wed, 10am-5pm | Thu, 10am-6pm | Sat, 9am-2pm

**St. George Santander Bank**
15 Hyatt St., 3rd Fl., Staten Island, NY 10301
Tue-Thu, 12pm-7pm | Sat, 9am-5pm

**Northern Manhattan Improvement Corp.**
76 Wadsworth Ave., New York, NY 10033
Tue-Thu, 12pm-7pm | Sat, 9am-5pm

**Community Kitchen and Pantry of West Harlem**
252 W. 116th St., New York, NY 10026
Tue-Thu, 9am-3pm | Sat, 9am-3pm
Postcard Redesigned with Behavioral Science Insights

Dechausay, Anzelone, & Reardon (2015)
Dechausay, Anzelone, & Reardon (2015)

Significant increase in meeting attendance
Secure your spot in the classes you need by taking a few minutes to register for summer courses right now. Follow these simple steps to enroll:

1. Review your Degree Audit Report in CougarWeb (click “My Degree Audit”) and write down courses that you haven’t taken yet.
2. Search Summer 2018 courses here (almost all courses are offered in summer).
3. Choose the classes with days and times that will work with your summer schedule.
4. Register for your summer courses:
   - Log in to Cougar Web
     - If you forgot your Cougar ID, username, login name, or password, click here or call 614-287-5050
   - Click “Schedule My Classes” to register.
The mental resources we use to pay attention and understand and remember information are more fallible than we often recognize.

Choice Overload

People can have a difficult time making a decision when faced with many options.
How many course options are given to students?

I took some time to run a degree audit for you. According to the system, you are a Business Management major. Here are a few courses you still need for your degree that are offered this summer:

- MATH 1160 Statistical Concepts
- BADM 2204 Principles of Marketing
- ECON 2206 Principles of Macroeconomics

Simplify course options – Make course decision-making easy for students
What behavioral science techniques does the following message use?
Protect your flight (recommended)

✓ Avoid change fees. Protect your trip.

3 reasons you might need travel protection:

1. Your ticket is non-refundable and you’re too sick to travel
2. You get injured and can’t make your flight home
3. Your traveling companion has a covered medical emergency and can’t travel

Select Yes or No to continue booking*

☐ Yes, I want Cancellation Protection for my trip to New York.

64,971 customers protected their flight in the last 7 days

☐ No, I’m willing to risk my $226.60 trip.

Mary got $468 back when she cancelled her flight to ... Read more
Protect your flight (recommended)

Avoid change fees. Protect your trip.

3 reasons you might need travel protection:
1. Your ticket is non-refundable and you're too sick to travel
2. You get injured and can't make your flight home
3. Your traveling companion has a covered medical emergency and can't travel

View terms, conditions and plan sponsors

Select Yes or No to continue booking

- Yes, I want Cancellation Protection for my trip to New York.
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- No, I'm willing to risk my $226.60 trip.

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Simplification

loss aversion

Social influence
## A Closer Look

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<thead>
<tr>
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<th>Info Campaign</th>
<th>Info Campaign + Tuition Assistance</th>
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<td>Positive impact on student academic progress (smaller)</td>
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<td>Personalized Pell estimate message harder to implement</td>
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I strongly recommend you take at least \[\text{recommended number of courses}\] summer \[\text{course/course}\], because this is financial aid you do not have to pay back. Don’t miss out on the opportunity to take advantage of your funding and get ahead in your education.

Your grant award will depend on how many summer courses you take. Use this chart\* to determine how many courses you should plan to take this summer:

<table>
<thead>
<tr>
<th>If you take...</th>
<th>You may receive up to...</th>
</tr>
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<tbody>
<tr>
<td>1 to 5 credits</td>
<td>[remaining Pell]</td>
</tr>
<tr>
<td>6 to 8 credits</td>
<td>1/2-time Pell award*</td>
</tr>
<tr>
<td>9 to 11 credits</td>
<td>2/4-time Pell award*</td>
</tr>
<tr>
<td>12 or more credits</td>
<td>Full-time Pell award*</td>
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\*This chart is for reference only and should be used as a guide. Actual awards may vary based on your specific situation and the available funding.
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<tr>
<td><strong>Tuition Assistance Disbursement</strong></td>
<td>Not necessary</td>
<td>Requires financial aid to disburse grants</td>
</tr>
<tr>
<td><strong>Upfront Cost</strong></td>
<td>Lower cost (staff time only)</td>
<td>Higher cost (staff time &amp; tuition assistance)</td>
</tr>
<tr>
<td><strong>Revenue Generated</strong></td>
<td>Positive (smaller)</td>
<td>Positive (larger)</td>
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Summary

• If you can identify the upfront funding, consider implementing the informational campaign + Tuition

• Both have positive ROI, but…

• The informational campaign paired with the last-dollar tuition assistance grant has a larger impact on student academic progress

• The additional revenue generated from increased enrollment likely offsets cost of tuition assistance

• If no upfront funding, implement the informational campaign only
Discussion Questions

• Who are the right people to weigh in on selecting a strategy?

• What funding sources could you use to cover the grant?
What’s the Planning Process?
Timeline and Checklist

Fall Semester
- Identify coordinator
- Identify relevant departments
- Determine target population
- Determine how you will send personalized e-mail messages
- Understand process for mailing personalized letters
- Customize the messaging templates
- Create a timeline for sending messages
Timeline and Checklist (cont’d)

**Spring Semester**
- Identify target population
- Launch the campaign
- Estimate students’ Pell Grant funding and send personalized messages
- Create and send personalized course recommendations
- Award the tuition-assistance grants (if doing Strategy 2)
- Complete the campaign

**Summer Term**
- Determine how to continue the strategy each year
What Are the Next Steps?
Next Steps

- Identify coordinator
- Identify relevant departments
- Determine target population
Choose a strategy: Have conversations on your campus with the right people
By Late Fall

- Have a coordinator identified
- Have relevant departments identified
- Determine how you’ll send the messages
- Attend the EASE workshop at Holistic Student Supports Institute with your EASE team
Questions?

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