Scalable Solutions to Increase Adult College Completion

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General Housekeeping

• You will be muted for the first 45 minutes of today’s presentation
  – Mute will be turned off when we open the webinar to question and answers
• Use the chat box to ask questions during the presentation
• The recording will be available on the Adult Promise website
Scalable Solutions to Increase College Completion
My inspiration
Summer melt: A classic behavioral bottleneck

Even after being accepted to college and choosing where to attend, low-income students have to complete complex tasks...

- FAFSA verification
- Award letter review
- Supplementary loan applications
- Tuition payment plan set-up
- Unanticipated fees (orientation, housing, etc.)
- Orientation and placement test registration
- Housing applications
- Health insurance applications and waivers

...but typically have little access to professional help.
Text messages to mitigate summer melt

- Text intervention consisted of 10 messages:
  - Financial aid
  - Orientation, placement tests, and housing
  - Tuition bill and health insurance

**Text messages: A behavioral multivitamin?**

<table>
<thead>
<tr>
<th>CAPTIVATE</th>
<th>Each text demands our attention</th>
</tr>
</thead>
<tbody>
<tr>
<td>SIMPLIFY</td>
<td>Reduce complex info to consolidated, timely bursts</td>
</tr>
<tr>
<td>NUDGE</td>
<td>Prompt people to follow through on important actions</td>
</tr>
<tr>
<td>CONNECT</td>
<td>Make it easy for people to connect to professional advising</td>
</tr>
</tbody>
</table>
Results: Substantial impacts for a small investment

Fall college enrollment

<table>
<thead>
<tr>
<th>Region</th>
<th>Received texts</th>
<th>Did not receive texts</th>
</tr>
</thead>
<tbody>
<tr>
<td>Low-income - Dallas</td>
<td>74%</td>
<td>70%</td>
</tr>
<tr>
<td>Low-income - Mass.</td>
<td>73%</td>
<td>66%</td>
</tr>
<tr>
<td>First-gen - Mass.</td>
<td>71%</td>
<td>63%</td>
</tr>
</tbody>
</table>

Legend: Received texts, Did not receive texts
New directions for behavioral science and policy work

- Scaling success
- Behavioral Insights + Data Science
- Nudges for non-traditional students
- New policy domains
Scaling success
Scaling Success

Nudge⁴ project designs provide highly personalized content to each individual AND can be scaled to millions.

Make your college list.

✅ Start your search based on where you want to live or what you want to study.

✅ Apply to at least 4: 1 safety, 2 match where you're confident you'll get in, and 1 reach.

✅ Check out what graduates earn and how much each college actually costs for families like yours:

bit.ly/CollegeSC
Set a reminder in your phone today.

I will complete the FAFSA before March 1.
I will spend 90 min. completing the FAFSA on: ______., ____.
Signature: ____________________________________________

Tips:
• Set a reminder or alarm in your phone, or detach this sheet and post it on your fridge or wall.
• Martin Luther King Jr. Day is 1/18/2016. Most schools are closed, so spend 90 minutes on your FAFSA during your day off.

Fall college enrollment

84%
82%

First-gen students

- Received outreach
- No outreach
Behavioral insights and data science
Behavioral insights + data science

- Real-time application updates
- Personalized educational pathways
- Personalized job matches
Nudging earlier: FAFSA completion
(Behavioral Science, Meet Big Data)

Prompts to start the FAFSA

Real-time updates

Guidance about upcoming tasks

Hi Alex! Financial aid priority deadlines are coming up. Meet school deadlines to increase your aid. Text back for help.

Hi Alex, my records show you need to verify your FAFSA. Work with your parents to do this soon. For info on how to verify, visit: . Text me if I can help.

Congrats on completing the FAFSA! Know what happens next? Watch this quick Dept. of Ed video:
Results: Earlier FAFSA completion, higher college going

**Participating Districts**
- Austin Independent School District
- Bastrop Independent School District
- Hays Consolidated ISD
- Houston Independent School District
- Hutto Independent School District
- Lockhart Independent School District
- Manor Independent School District
- Spring Branch ISD

<table>
<thead>
<tr>
<th>FAFSA by April</th>
<th>Fall college enrollment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Received Texts</td>
<td>45%</td>
</tr>
<tr>
<td>No Texts</td>
<td>38%</td>
</tr>
<tr>
<td>--------------</td>
<td>-------------------------</td>
</tr>
<tr>
<td></td>
<td>52%</td>
</tr>
<tr>
<td></td>
<td>48%</td>
</tr>
</tbody>
</table>
Nudges for non-traditional students
Nudges for Near Completers

Graduation or Persistence after One Semester

88% 80%

High-risk students

- Received nudges
- No nudges

hey it's Deanne. I want to make sure you get the classes you need next semester to move towards graduation. Want to chat about your course options?
Re-enrollment nudges for recent leavers

We offer flexible class schedules incl. online, evenings, and weekends.
Contact us at outreach@dcccd.edu to find what works best with your schedule.

Don’t let a balance from previous fees stop you from getting your degree. We can find a solution together.
Call an advisor w/q's 915-831-2642.

▶ Text Next.

Texas Higher Education Coordinating Board
Dear SPC DALEY,

Your service to our country has earned you up to $200,000 - $300,000 in GI Bill education funding. We want to help you make the best use of your benefits.

High-quality, affordable colleges where YOU have a good chance of being admitted:

<table>
<thead>
<tr>
<th>College</th>
<th>% of students who graduate</th>
<th>Full price of tuition &amp; fees per year</th>
<th>Price/year for vets with full GI Bill benefits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tennessee Tech Univ</td>
<td>52%</td>
<td>$7,063</td>
<td>$0</td>
</tr>
<tr>
<td>Univ of Tennessee-Martin</td>
<td>49%</td>
<td>$7,507</td>
<td>$0</td>
</tr>
<tr>
<td>Belmont Univ</td>
<td>67%</td>
<td>$27,380</td>
<td>$0</td>
</tr>
<tr>
<td>Southern Adventist Univ</td>
<td>58%</td>
<td>$19,790</td>
<td>$0</td>
</tr>
</tbody>
</table>

Your GI Bill benefits also come with a monthly housing allowance!
General strategies to effectively reach adults

- **Interagency partnerships**
  - Identify adults with some credits but no degrees who have active engagement with workforce boards/other agencies

- **Data-driven, personalized guidance**
  - Personalized education and employment pathways based on progress today and similarity to individuals from prior cohorts

- **Agency capacity-building**
  - Data and behavioral scientists working on-site at agencies
  - Agency staff training and systems development
New projects focused on non-traditional students

- Increased take-up of reverse transfer
- Personalized job matches for grads
- Personalized transfer pathways
- Improved education and job pathways for vets
New policy domains
Criminal justice

700,000 individuals released from jail each year

40% re-arrested within six months

Why?

- Low education levels + limited employment prospects
- Little/no transition guidance before release
- Little awareness of available transition supports
Solution: Tablet-based, personalized re-entry support
Solution: Tablet-based, personalized re-entry support

How far did you get in school before your most recent arrest?

A. Some high school or GED
B. High school diploma or GED
C. Some college
D. College degree or further
E. Other

There may be free grants available to help pay for college or job training, even if you’ve been in jail. Let’s explore how we can make getting a degree or certificate as affordable as possible.
Solution: Tablet-based, personalized re-entry support

**WHAT KIND OF SCHOOL IS RIGHT FOR ME?**

**VOCATIONAL SCHOOL**
Offers training for a specific trade or job skill. This can get you into the workplace quicker. But these programs may not accept financial aid.

**COMMUNITY COLLEGE**
Often close to home, and you only need a GED to enroll.

**BACHELOR'S DEGREE**
Helps you get better jobs with higher salaries, but takes longer to complete.

**WHAT STEPS SHOULD I TAKE?**

1. **APPLY FOR FINANCIAL AID**
   You may be able to receive free grants for college even if you've been in jail.

2. **SEARCH FOR COLLEGE OPTIONS**
   Use [COLLEGESCORECARD.ED.GOV](http://www.collegescorecard.ed.gov) to research and compare colleges, including how much graduates earn from these colleges.

3. **DECIDE WHETHER TO TAKE SAT/ACT**
   Some colleges require it. For free SAT test prep, go to [bit.ly/freeSATPrep](http://bit.ly/freeSATPrep)

**WHERE TO GET HELP APPLYING FOR COLLEGE AND FINANCIAL AID**

**COMMUNITY COLLEGE OF ALLEGHENY COUNTY**
808 Ridge Avenue
Pittsburgh, PA 15212
(412) 237-2525

**LIGHT OF LIFE RESCUE MISSION**
10 E. North Avenue
Pittsburgh, PA 15212
(412) 258-6100
Personalized job & training matches

Based on the information you gave when you signed up for unemployment benefits, several recently-posted jobs in [LOCATION] look like a good fit for your skills and experience:

<table>
<thead>
<tr>
<th>Job Title</th>
<th>Employer</th>
<th>Type of work</th>
<th>Salary (if available)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Job 1</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Job 2</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Job 3</td>
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<td></td>
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<tr>
<td>Job 4</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Job 5</td>
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</tbody>
</table>

In the coming weeks, we'll send additional messages with concrete steps you can take in the job search, and where you can go for one-on-one help applying for jobs.

Sincerely,

[Signature]

Name, Title

TO DOs:

➢ Visit [URL] to receive additional matches and rate how good a fit these matches are for you.
➢ Use the attached post-it note to plan a day and time when you can invest XX-XX minutes into looking into these job options.
For more information

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