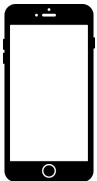


Communicating with the Smartphone Generation

University Business November 2016

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Please text UBdemo to 480-428-2506 for more information about TextAim



Statistics on how 18-25 year olds want to be contacted



How small “nudges” drive students to complete tasks



Good versus bad messaging



Texting Basics: Free systems, short codes, personal/work phones



Ongoing communications past enrollment



Outcomes from effective & appropriate communication techniques

Communication Stats

Email/Phone

- ❖ 22% of emails get read
- ❖ 12% of phone calls are answered
- ❖ 68% of voicemails are never returned

Text

- ❖ 97% of ages 18-29 text
- ❖ The average text message is read within 90 seconds
- ❖ 90% have their mobile device within reach 24/7
- ❖ 97% of all text messages are read

Text to Nudge

Research shows that individualized engagement is far more effective than simply offering services



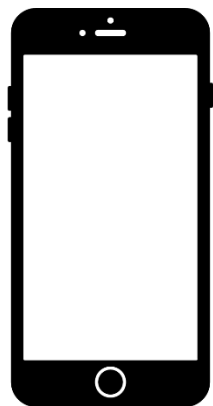
20% of seniors intending to go to college never attend class in the fall (Summer Melt)

What is **Nudging**?

“the idea that small changes can influence our willingness to make active and informed decisions”

Outcomes

When students were sent texts with personalized reminders and the ability to respond directly to counselors, it resulted in a **10-15% increase** in college matriculation



When researchers at the University of Virginia sent HS seniors text reminders about steps to finish the FAFSA, the students were **5-8 percentage points** more likely to enroll as compared HS seniors who did not receive the texts.

Another study found that when college freshmen received text-message reminders about renewing their FAFSA, they were **12 percentage points** more likely to persist into sophomore year.



Not *All* Texts Are The Same

- ❖ **Local area code: 480-428-2506**
 - ❖ The best response rates will come from a real 10 digit phone number local to your school
- ❖ **Short Code: 96000**
 - ❖ Not effective for communication, students will view as impersonal and not know if they can respond.
- ❖ **Random phone number: 866-888-9800**
 - ❖ Not as effective, looks impersonal
- ❖ **Make sure the student can text back!**
- ❖ **Be sure the student can save the phone number and text you back at a later date.**

Wording Goes a *Long* Way

- ❖ Ask a question
- ❖ Avoid CAPITAL LETTERS
- ❖ Personalize (First Name, school name, something specific about their major interest or where they are at in the application status.)
- ❖ Use correct grammar
- ❖ Don't start with "call me" (It will eventually lead to a phone call but it's more effective to warm up to that)
- ❖ Avoid text marketing

Show Restraint

- ❖ Don't over text "If you're texting an individual more than five times a month, you better have a really great reason"
- ❖ Be mindful about what you say
- ❖ Keep messaging to 160 characters
- ❖ Remember that your student or potential student can opt out at anytime

Text Examples

Good Text

- Hi Amanda, this is James from Demo U. Our fall campus day is Saturday at 8AM. Can you make it? Reply STOP to stop.
- Hi Amanda, this is James from Demo U. Your deposit is due by Friday in order to register for classes. Any questions? Reply STOP to stop.

Bad Text

- Amanda, this is Demo U returning your request for info. We'll try to reach you soon. Call us at 888-755-8600
- R U Still considering enrolling at Demo U?
- Demo U is life changing! Enroll today!

Fun Facts

- ❖ In 2011, Americans averaged 357 texts per month
- ❖ Currently, almost 90% of the U.S. population utilizes wireless technology and the majority of those users rely on text messaging
- ❖ There are 4.2 billion texters worldwide – 3 out of 5 humans on Earth
- ❖ The number of worldwide texters equals:
 - ✓ the entire population of the world in 1975
 - ✓ 5 times the number of Facebook members
 - ✓ 4 times the number of monthly Google users
- ❖ 6.5 billion U.S. text messages are sent each day
- ❖ 97% of text messages are opened within 3 minutes

Challenges using cell phones to text students:

- ❖ Increased court cases demonstrate that courts consider text messages to be subject to discovery
- ❖ Users may incorrectly assume that their texts are “off the radar”
- ❖ Text messaging encourages casual banter
- ❖ Text messages may require collecting the device from an employee which can be challenging and pose delicate issues or expensive forensic work

**Bloomberg
BNA**

Evans, G. & Gosalia, V. (2015). *The Coming Storm: Companies must be prepared to deal with text messages on employee mobile devices*

Use a texting platform with these safety features:

- ❖ **Requires Opt Out on all initial texts**
- ❖ **Cuts off communication when student Opts Out**
- ❖ **User has ability to block communication**
- ❖ **Complete transparency to oversee conversations**
- ❖ **Real time reporting**

Examples and Testimonies



Fall Preview 2014 RSVPs



Attention ▾

David A. ▾

 Block

HBU A.
Oct 15, 11:18 a.m.

Hi Nicky, this is Kiza from Houston Baptist University. Our Fall Preview is this Saturday & check-in begins at 8am. See you there. Reply STOP to stop

Nicky Nguyen
Oct 15, 11:19 a.m.

Thanks is it ok if I bring a guest too?

David A.
Oct 16, 10:55 a.m.

Hello Nicky, this is David. You can definitely bring a guest with you. If she is of college age also, then we ask that she please fill out an RSVP as well.

Nicky Nguyen
Oct 16, 11:08 a.m.

Ok yeah he is college age. And do you know where I can fill one out?

Jordan Z.
Oct 16, 4:21 p.m.

Hi Nicky, he can fill out a form at hbu.edu/preview. We look forward to seeing you this weekend!

Nicky Nguyen
Oct 16, 5:36 p.m.

Ok thanks. Same here



Send

Fall Preview 2014 RSVPs



Good ▾

Ashley K. ▾

 Block

HBU A.

Oct 15, 11:15 a.m.

Hi David, this is Kiza from Houston Baptist University. Our Fall Preview is this Saturday & check-in begins at 8am. See you there. Reply STOP to stop

David Willoughby

Oct 15, 3:20 p.m.

(1/2) Kiza, Thus is David Willoughby unfortunately i will not be able to attend the fall preview at HBU. Some things came up with my parents and I am not able

David Willoughby

Oct 15, 3:20 p.m.

(2/2) to go. I humbly apologize. David

Ashley K.

Oct 16, 3:17 p.m.

Hi David, this is Kristal & I'm a student at Houston Baptist University. It's okay that you can't come! Are you interested in attending at another time?

David Willoughby

Oct 16, 3:19 p.m.

Yes

Ashley K.

Oct 16, 3:23 p.m.

Okay, that's great! Check out our website at www.hbu.edu/visit to see a full list of tours available. Do you have any questions at this time?



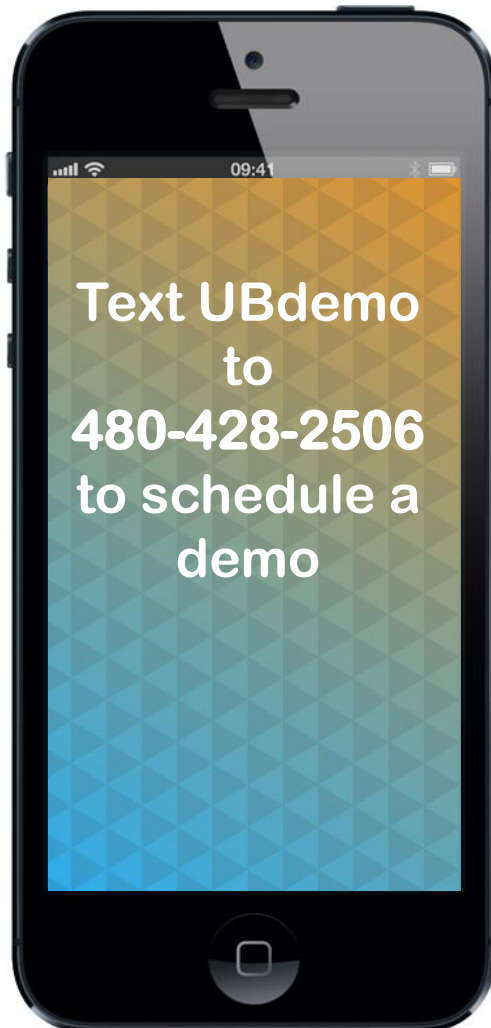
Send

Amanda,

We have had a very successful texting campaign most recently, helping us to prevent students from being dropped for non-payment. Because of the “reminders” for payment, we had a 16% increase compared to last year in the number of students not dropped for non-payment. In a day-to-day comparison, this put our overall enrollment up 5.5% for Summer 2015 compared to summer 2014. Here’s what we learned from our most recent focus groups with students – they told us that they liked receiving text messages as “reminders” because they are so busy and sometimes they “forget” to make payments or fill out necessary forms (i.e. applications for graduation, scholarships, FA forms, etc). They stated that the text messages were not burdensome as long as they did not come every day. So, we took this information and were much more strategic in our delivery for non-payment this year, and it worked. For example, our first day of payment for summer was May 1 and anyone who had not paid by then would be dropped from their courses. We sent a reminder two weeks out and then sent one the week before. We also coupled our texting with the traditional email and as you see, it resulted in a positive return.

Anyway, just thought I would share.

Dan



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