

# **Nudging Toward Success**

Impacts of the Registration Nudges  
Communication Plan

**Summer 2019 University Council Retreat**

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# Nudges Recap

- Fall term we implemented a 3 stage nudge communication plan
  - 1<sup>st</sup> Nudge - Notification of holds to all students (Week 5)
  - 2<sup>nd</sup> Nudge – Reminder to register to unregistered students (Week 9)
  - 3<sup>rd</sup> Nudge – Additional reminder to register after advisor holds removed (Finals Week)
- Winter term
  - Piloted selected advisors sending second nudge to unregistered students
- Spring term
  - Sent list of non-registered students to assigned advisors for second nudge
- Summer
  - Sent fourth nudge from President Fuller
  - Additional nudges from Division Chairs

# Nudge Outcomes

2018-2019 Academic Year

<b>Term</b>	<b>Students not registered after registration week (excluding graduating and OHSU students)</b>	<b>Students not registered after second nudge (excluding graduating, suspended and OHSU students)</b>	<b>Students not registered after third nudge (excluding graduating, suspended, and OHSU students)</b>	<b>Total increase in registered students</b>
Fall 2019	625 (14.7%)	383 (9.1%)	332 (7.9%)	293
Winter 2019	754 (19.0%)	330 (8.3%)	236 (6.0%)	518
Spring 2019	854 (27.7%)	607 (19.7%)	498 (16.5%)	356

# Summer Nudge Impacts

	<b>Students Not Registered (excluding graduating, OHSU and suspended students)</b>
Mid-July	448 (14.8%)
After President Fuller's nudge to students without holds (early August)	386 (12.8%)
After Division Chair Nudges (Labor Day)	337 (11.2%)
Increase in Registered Students (since Mid-July)	111

<b>Total Increase in Students From Week After Fall Term Registration Week (May 28, 2019) to Labor Day (September 3, 2019)</b>	<b>498*</b>
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*\*excludes students graduating, attending OHSU, and suspended students*