

Sample Text Message Nudge Calendar

Purpose of the Tool:

The following text message nudge calendar is taken directly from a calendar utilized at a college in West Virginia. This tool is meant to serve as an example of the quantity and type of text messages as they pertain to specific times in the student life cycle. Text messages have a 160-character limit and this college sends 31 text messages in total across a 14-month period.

Date	Content Theme	Text Message Content
3/5	Welcome to EABCC	We're excited you are joining us at EABCC! Thanks for choosing us for the next stage in your education. Check out our website at www.eabcc.edu
3/20	Advising	Look for your scheduled advising date. Be sure to confirm your appt. with the EABCC Admissions office @ 202-555-5551. What to expect at this session: http://goo.gl/Wkssr
4/2	Summer Employment	Need a summer job? Career services is hosting an open house tomorrow from 1-4 pm. Details: http://bit.ly/asle283j
4/7	Admissions	Don't forget to fill out and return the forms in your admissions packet
5/15	Incomplete Financial Aid	Hi [student name]! It looks like you might be missing some financial aid paperwork...give us a call ASAP at 202-555-5555
5/17	High School Graduation	Only a few more days until your graduation! EABCC is gearing up for commencement too. This will be you in two years! Watch graduation here today: eabcc.edu (commencement link)
5/26	Portal	Check your MyEABCC account and EABCC email regularly for updates. Go to http://myeabcc.edu Click here to find your user information: http://goo.gl/bsoeri2
6/4	Educational Planning	Still undecided on a major? Visit http://goo.gl/aw9342n and log in via MyCU and your login.
6/9	High School Transcripts	Make sure to request and send all final official transcript including those for dual enrollment to EABCC Admissions.
7/1	Financial Aid	How are you paying for college? A payment plan may be available (upon request) at 202-555-5552 or acctsrec@eabcc.edu
7/23	Loan Borrowers	First-time loan borrowers must complete their Entrance Counseling and Master Promissory note. Visit www.studentloans.gov . Questions: 202-555-5553
8/15	First Days Check List	First days at EABCC. What to do: Orientation, campus map (http://goo.gl/werns93k), buy books (http://eabcc.bkstr.com)
8/18	Advising	Get off to a great start. Introduce yourself to your Advisor. Request a tutor (202-555-5556)
9/1	Emergency Alert System	Remember to enroll in the Emergency Alert System http://sms.eabcc.edu
9/15	Advising	How's the beginning of your semester going? Have a question? Ask your student success course instructor, your advisor, or call the advising center.
10/6	Mid-terms	Are you ready for mid-terms?!
11/3	Registration	Meet with your advisor to obtain your online PIN for access to Spring Registration.
11/24	Contact Information	Happy Thanksgiving break! Is your address and contact information up-to-date in MyEABCC?
12/5	Library	Looking for a study stop? Check out the library. It's open 24 hours during exams. Good luck!

Source: EAB interviews and analysis.

Sample Text Message Nudge Calendar (cont.)

Date	Content Theme	Text Message Content
12/27	Application Referrals	Reconnecting with friends over break? Encourage them to apply to EABCC! Send them a text by going to http://goo.gl/aSirn23
1/12	Welcome	Welcome back and happy New Year! Do you have all your textbooks for the semester?
1/29	Business Office	Last day to pay fees is 2/15. Check with the Business Office with questions or concerns.
2/9	Tutoring	Feeling overwhelmed in class? To get a tutor for extra help, contact Academic Success Center (202)555-5557. Or asc@eabcc.edu . Drop-in tutoring (http://goo.gl/PN234I)
2/27	Summer Employment	Think Summer... employment. Check out the spring job fair to get a head start.
3/9	Academic Advising	Do you know if you're on track to complete your major? Check in with your advisor to make sure you're on track.
3/13	Advising	Look for your scheduled advising date. Be sure to confirm your appt. with the EABCC admissions office @ 202-555-5552. What to expect at this session: http://goo.gl/WRksdr
3/13	Spring Break	Enjoy your Spring Break!
3/30	Financial Aid	Get your FAFSA in by April 15 to qualify for more \$\$\$ -- www.fafsa.gov
4/1	Registration	Meet with your advisor to obtain your online PIN for access to Fall Registration.
5/1	Summer Semester Push	No summer plans? Check out our on-campus and online course offerings
5/13	Summer	Go forth, have a good time, get experience. See you in August! Need anything? Contact us at 202-555-5555 or asc@eabcc.edu