



Illinois Center for Specialized Professional Support,
Illinois State University, College of Education

The Illinois Community College Board and the Illinois Center for Specialized Professional Support are partnering to support HOUSE Liaison's through professional development, training, and resources. The HOUSE Liaison Center will be a central hub for all resources developed under this project.

Look for more information on the HOUSE Liaison Center

[Equity in Career and Technical Education - ICCBHouseCenter \(ilequity.com\)](http://ilequity.com)



NUDGING: USING LOW-COST, LOW-TOUCH INTERVENTIONS TO SUPPORT STUDENTS EXPERIENCING HOMELESSNESS

HOUSE LIAISON WEBINAR 3, JUNE 2024



AGENDA:

What is Nudging?



Recommended Design



Creating a Calendar

WHAT IS NUDGING?

Defined

Ways you may be currently using it

WHAT'S NUDGING?

- Low touch
- Technology-enabled:
 - Email
 - Bulk texting
 - Learning management systems
- Low cost

NUDGING DURING COVID AND BEYOND

- Popular during COVID, increased usage post-COVID
- Task-driven behavior “Do your FAFSA” “Register next week”
- Admissions, financial aid, registration, bursar

[How a strong nudge campaign can improve student outcomes during COVID \(opinion\) \(insidehighered.com\)](#)

NUDGING FOR BASIC NEEDS SUPPORT

- Nudge, not nag
- Don't mandate
- Emphasize content over action items
- Normalize assistance
- Open channels for communication

[How a strong nudge campaign can improve student outcomes during COVID \(opinion\) \(insidehighered.com\)](#)

Dear STUDENT,

On behalf of the Advocacy & Resource Center (The ARC), we would like to wish you GOOD LUCK as you begin another semester here at Amarillo College. If this is your first semester here, WELCOME! We are excited to have you here!

I wanted to reach out to you and invite you to come in and get some additional information about resources and services that are available to you as an Amarillo College Student.

Inside of the Advocacy & Resource Center, you will find the following programs:

- Amarillo College Food Pantry: Access this service twice a month for food, hygiene products (shampoo, conditioner, soap, toothpaste, etc.) and toiletry items for all currently enrolled students.
- Amarillo College Clothing Closet: Access these resources any time you need clothing, shoes, coats, or accessories.
- Ask about our scholarships available to assist with tuition, child-care, transportation, and textbooks for those who qualify. To apply, please visit: www.actx.edu/foundation/. Students must have a 2.0 GPA or higher.
- Our Social Services Program is available to assist students with emergency needs and to connect students with resources on campus and in the community.

Anytime there is a barrier to your success, we invite you to come in and let us see what we can do to try to help, whether it be accessing services here in our department or referring you to an outside agency.

Throughout your journey here at Amarillo College, please know that we are here for you. If you have any questions, please don't hesitate to let us know.

We are located on the Washington Street Campus in the Ware Student Commons — Suite XXX. Stop in and see us or give us a call at xxx-xxx! We hope to see you soon!

Sincerely,

[Sometimes a Little Nudge Goes a Long Way | by #RealCollege Blog | Medium](#)

NUDGING BENEFITS FOR STUDENTS

- Reduce psychic costs
- Reduce stigma
- Empower help-seeking
- Nudging as one piece of a comprehensive program

WHICH INFORMATION INSPIRED CITIZENS TO ACT?

Taxpayers were given four types of information:

1. Taxes go to good works (education, social programs, etc.)
2. Nonpayment is punishable
3. Tax help is available if you need it
4. More than 90% of Minnesotans have already paid their taxes

AMARILLO COLLEGE



**KNOWLEDGE
ABOUT SERVICES**



SERVICE USAGE



STUDENT SUCCESS

RECOMMENDED DESIGN

Content

Timing

Staffing

PRO TIPS ON CONTENT

- Be intentional and specific
- Content tied to academic stages, events
- Describe supports available to all students
- Emphasize bounty not scarcity

[How a strong nudge campaign can improve student outcomes during COVID \(opinion\) \(insidehighered.com\)](#)

DESIGN

- Once/month
- Email, personalized by first name
- Use plain language and supportive tone
- Be short—less than 300 words
 - Note: 300 words=20 lines of writing in Word
- Send nudges from a human and not a bot
- Data

COLLABORATIONS & CAPACITY

- In addition to other institutional messages
- Check with campus partners about capacity & timing
 - If you send students to tutoring, are there enough tutors?
 - If you send students to the pantry, is it stocked?
 - Did we just email about drops for nonpayment?
- Peer to peer messaging
- Faculty

[How a strong nudge campaign can improve student outcomes during COVID \(opinion\) \(insidehighered.com\)](#)

CREATING A CALENDAR

Recommendations

Let's do it!

COLLEGE LIFECYCLE

- Lifecycle of college
 - Pre-term
 - Start of term
 - Midterm
 - End of term
- Pain points for students
 - Deadlines
 - Drop dates
 - Spring Break
 - Winter Break
 - Summer Fridays

65 Community College Advising Campaign Ideas

A targeted advising campaign is an effort of focused, proactive outreach to a population of students in need of a specific intervention or action. Navigate makes it easy to conduct a wide range of campaigns. Below is a list of 65 campaign ideas that advisors across the country have used to effectively reach various student populations. Use these ideas as inspiration to connect with YOUR students!

STUDENT POPULATIONS

- All Students
- First-Term Students
- Graduating Students
- Selective Program Students

ADVISOR ACTIONS



Urgent Outreach

These students have data in their records indicating an urgent academic concern and would benefit from immediate and directive outreach. Engaging these students will show them how to get back on course.



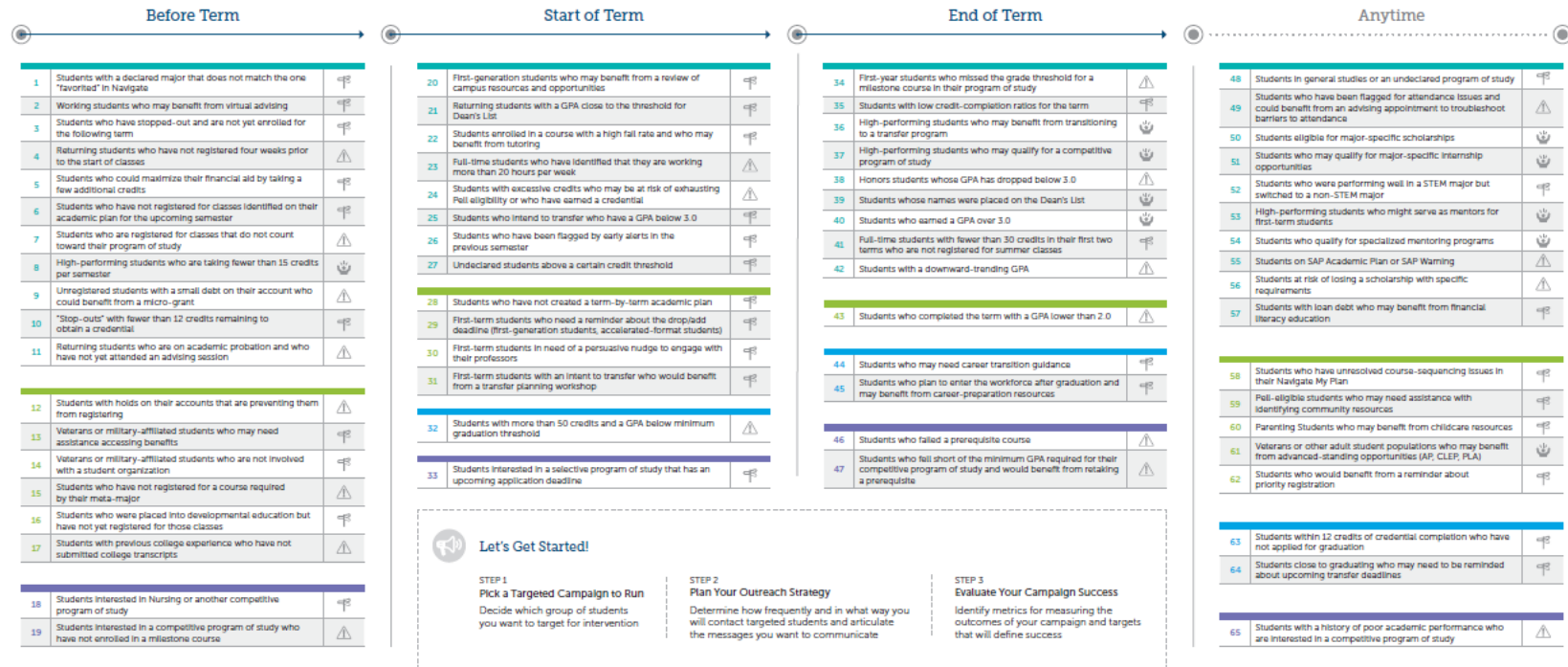
Proactive Outreach

These students would benefit from advisor outreach to support optimal decision-making and/or prevent a problem from arising. Engaging these students will make them feel supported and help them have the best college experience possible.



Positive Reinforcement

This outreach is meant to reinforce good decisions and to promote more opportunities for college engagement. Let students know that you recognize their achievements and are interested in helping them connect with resources that support their goals!

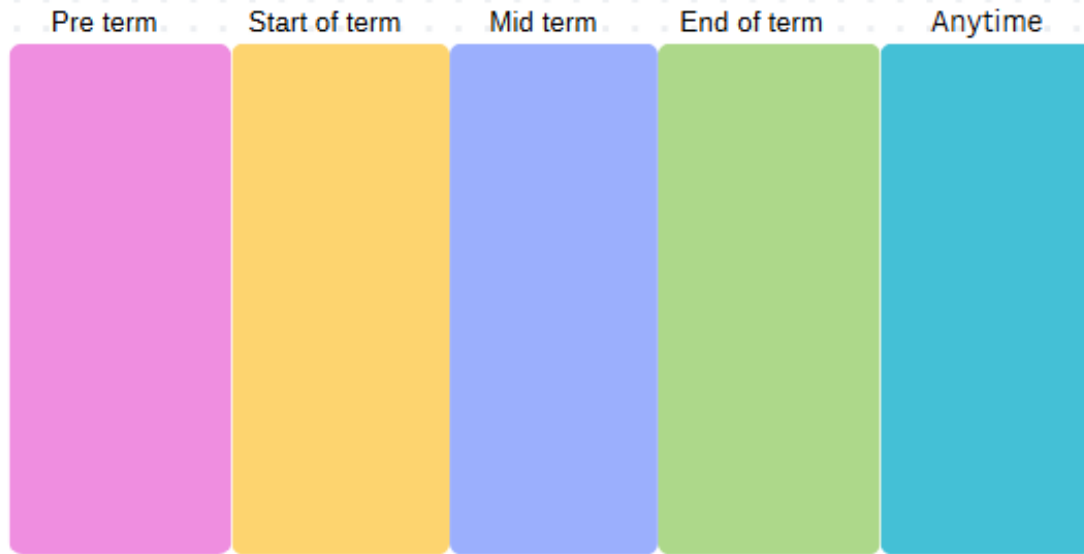


NUDGE MAPPING

Instructions:

1. Create your own sticky note by pressing “S” on your keyboard.
2. Write your ideas down and then
3. Put them onto the map on the part of term where that idea would work best for nudging students
4. If it’s any idea that works anytime, put it onto that part of the map, all the way to the right.

Nudge Mapping



RESOURCES

- Brookings Institute on nudging
 - <https://www.brookings.edu/articles/best-practices-in-nudging-lessons-from-college-success-interventions/>
- Hope Center research study on nudging
 - https://hope.temple.edu/sites/hope/files/media/document/ARC_ImpactPaper_final_10_4_reduce.pdf
- Inside Higher Ed article on nudging
 - <https://www.insidehighered.com/views/2021/02/23/how-strong-nudge-campaign-can-improve-student-outcomes-during-covid-opinion>
- Psychology Today article on nudging
 - [Can Nudging Help Students who are Homeless and Hungry? | Psychology Today](#)
- Thaler, R., & Sunstein, C. (2021). *Nudge: The final edition*

WHAT QUESTIONS DO YOU HAVE FOR ME?

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- <https://www.surveymonkey.com/r/HOUSETA>
- <https://www.federalregister.gov/documents/2024/06/04/2024-12169/applications-for-new-awards-basic-needs-for-postsecondary-students-program>


The logo features the word "HOUSE" in large, bold, orange capital letters. A teal triangle is positioned above the letter "H". To the right of "HOUSE", the words "Liaison" and "Center" are stacked vertically in a bold, green, sans-serif font. The letter "E" in "HOUSE" has a thick orange horizontal bar extending from its base to the right.

HOUSE Liaison Center

Housing and Opportunities that are Useful for Students' Excellence

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