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| **Students, Go Get Nudged!**Confused about college? We can help! Our Financial Aid professionals will answer your questions about college through texts. We’ve got your back. We’ll text you back, too. |
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| Summer Nudging helps students stay on track for college through text message reminders. |
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| C:\Users\klima\Pictures\160 character solution.jpg*Books Written by Summer Nudging Creator, Dr. Benjamin Castleman***Program Origin** Summer Nudging was developed by Harvard graduate students, Dr. Benjamin L. Castleman and Dr. Lindsay C. Page. They found that“an automated and personalized text messaging campaign to remind students of required college tasks substantially increased college enrollment....” Castleman discusses these issues in depth in his books ­*Summer Melt* and *The 160 Character Solution.***Text in to Get Nudged!**Text (651) 243-9980 to receive messages to keep you on track for college enrollment! |
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| **Nationally, 1 in 5 college bound students fail to matriculate in the fall.**  |

 |  | **Contact Us**Please contact Kathleen Klima to learn more or get involved. Phone: 651-341-6881Email: kathleen.klima@state.mn.usWebsite: [www.ohe.state.mn.us/](http://www.ohe.state.mn.us/) Facebook: [www.facebook.com/MNOfficeofHigherEd](http://www.facebook.com/MNOfficeofHigherEd) Twitter:[@MNSummerNudging](https://twitter.com/MNSummerNudging)  |

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| **What is Summer Nudging?**Summer nudging helps remind students about important college to-do’s. We provide reminders in form of text messages and emails around the following topics:- FAFSA- Transcripts - Placement Exams- Orientation & Class Registration- Student Account Creation- Financial Aid Award Letters- Housing- Paying for college- Transportation - Financial Aid & Counseling Resources |
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| **Contact Us**Minnesota Office of Higher Education1450 Energy Park Drive, Suite 350 St. Paul, MN 55108Phone:Email: Jennifer.fox@state.mn.us SummerNudging.ohe@state.mn.us Web: <http://www.ohe.state.mn.us/> |

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