> *Nationally, 1 in 5 college bound students fail to show up to school in the fall.*

What is Summer Nudging?

Summer Nudging helps remind students about important college to-do's with personalized text messages. We provide reminders around the following topics:

- FAFSA
- Transcripts
- Placement Exams
- Orientation & Class Registration
- Financial Aid Award Letters
- Housing
- Paying for college
- Financial Aid & Counseling Resources

How do I sign up?

Text 'college' to (651) 243-9980. We will ask your name, high school and few other questions to create your own profile. Questions? Feel free to text us.

Want more information?

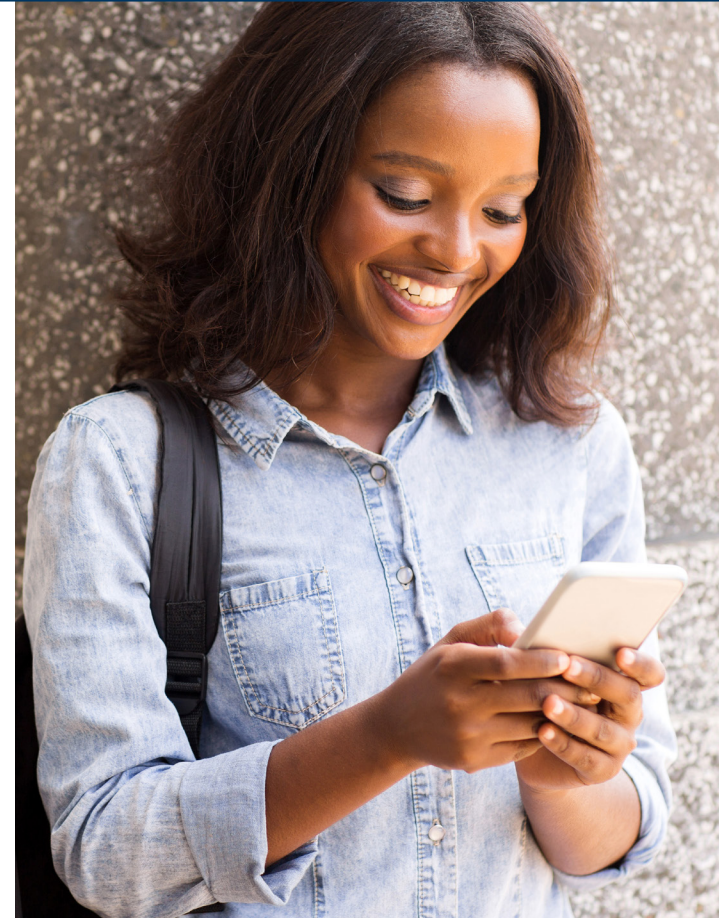**f** facebook.com/MNOfficeofHigherEd

t twitter.com/MnOfficeHiEd

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mn OFFICE OF
HIGHER EDUCATION
SUMMER NUDGING

Program Origin

Summer Nudging was developed by Harvard graduate students, Dr. Benjamin L. Castleman and Dr. Lindsay C. Page. They discuss the causes of "summer melt", where college bound students fail to school to school in the fall, and ways to combat it using a text message campaign and peer mentorship. You can learn more information in either of their books, *Summer Melt* and *The 160 Character Solution.*

How does it work?

Sign up to get nudged by texting 'college' to **(651) 243-9980.** We will ask for your name, high school and a few other demographic questions to create a profile for you. You'll receive a weekly text message reminding you about an important college task.

Hey Selena! Have you completed your FAFSA? Reply yes/no.

Yeah! When will I find out more about how much money could I get?

Great! Expect an award letter with an estimate on the aid ($$) you could receive soon.

Ok! Thanks.

Participation and Partnerships

We'd love more high school and college partnerhips! Contact us for more information.

- Over **300** Minnesota high schools particated in Summer Nudging in 2017.

- Our largest college partner, the **University of Minnesota-Twin Cities** had **2,800** of its students participate in 2017.