

# *Case Study*

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## **How BEworks Increased College Attendance Among Adult Learners**

# *The Challenge*

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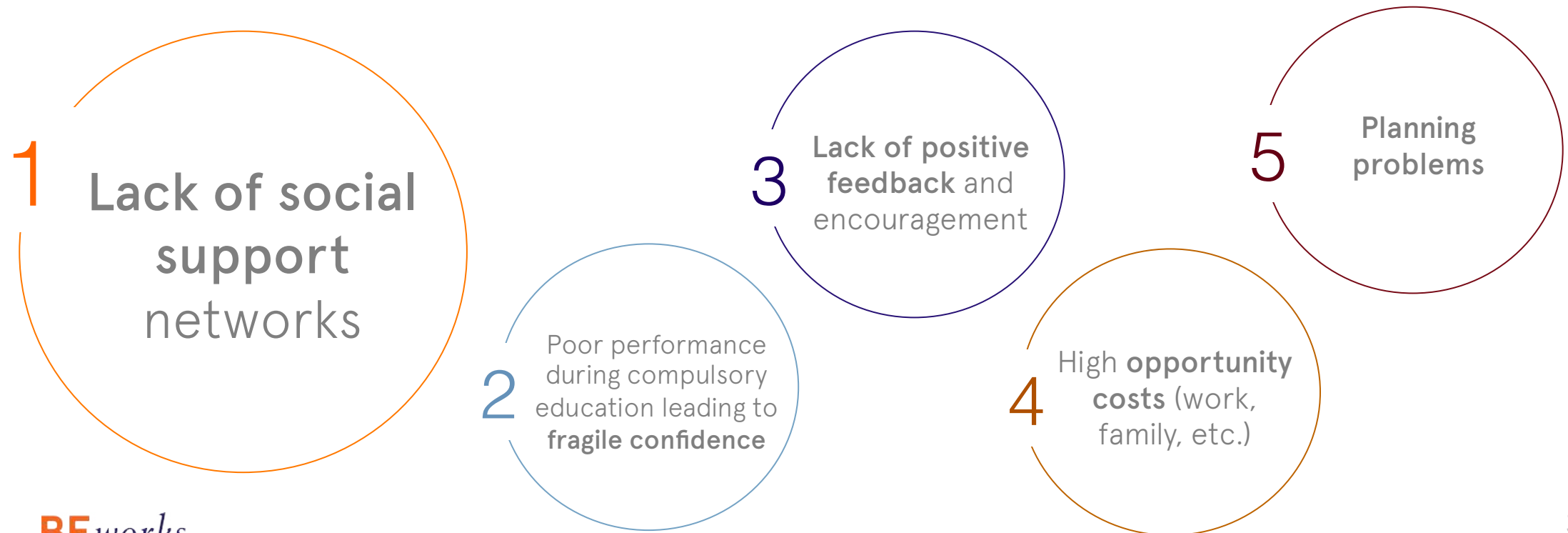
Our client is an adult higher education institution that spans 50 campuses across Canada, offering self-paced instruction through a multi-sensory integrated learning system.

The self-paced nature of the curricula affords students needed flexibility but also requires them to self-monitor and motivate continued attendance.

# *Behavioural Diagnostics*

***We identified barriers to attending class***

Stakeholder interviews as well as an intensive review of the scientific literature revealed several primary barriers to success for adult learners.



# Ideation

*We developed an intervention based on identified barriers*

We created a set of tailored learning support messages that leverage evidence-based psychological tactics. These messages were deployed across multiple channels, which involved building on and updating existing communications infrastructure.

Just-Do-its

## System-triggered Emails\*

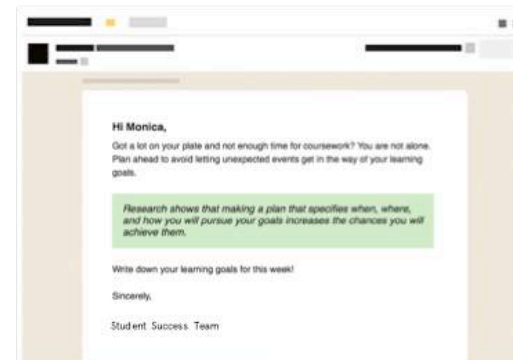


### BE Optimized Emails:

- CEO's Welcome Letter
- ACME Password Set-up
- Enrolment Confirmation
- Marks Warning

Experiment

## Email Nudges



## SMS Text Nudges

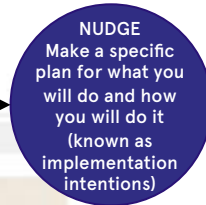
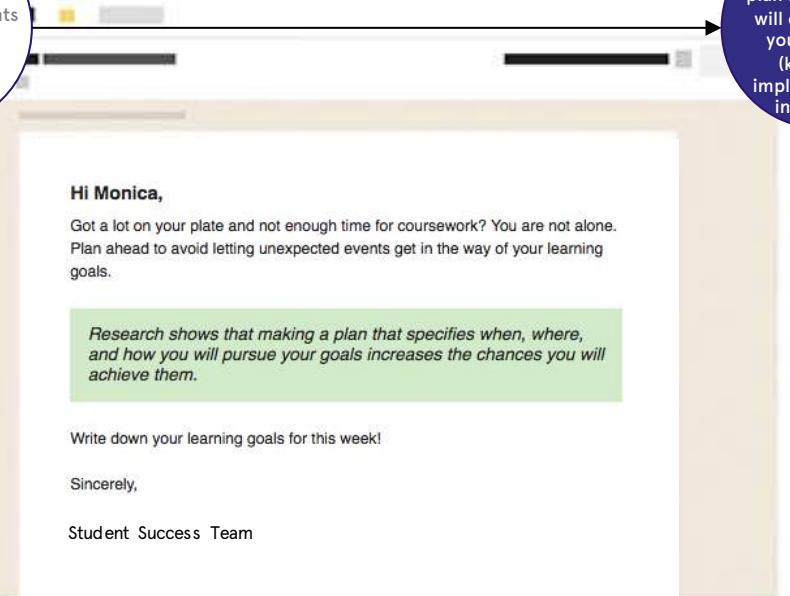
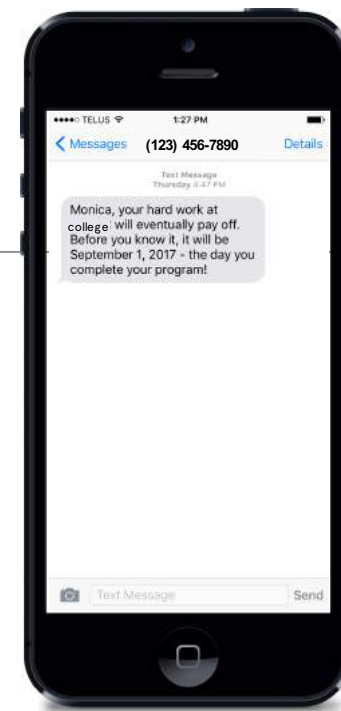


# Behavioral Design Lab

## Designing SMS Text and Email Interventions

A customized program of SMS text messages were developed that were specifically designed to address the identified behavioral barriers to success.

A separate group of students received a series of customized weekly email messages that aimed to address the key behavioral barriers to success.



# Experimentation

Deploy BE message interventions in a randomized controlled experiment

All messages were sent on Sundays

Messages were sent at 7:00 pm EST

Messages were not sent on Sundays prior to statutory holidays (Christmas Day, New Years Day)

Messages were sent in a fixed order (hypothesized to maximize impact)

## Timeline

## Message Intervention

|           |   |                           |
|-----------|---|---------------------------|
| Enrolment | ● | Welcome/Opt-Out           |
| Week 2    | ● | Loss Aversion             |
| Week 3    | ● | Social Belonging          |
| Week 4    | ● | Pre-Commitment            |
| Week 5    | ● | Decision Reinforcement    |
| Week 6    | ● | Social Belonging          |
| Week 7    | ● | Engagement                |
| Week 8    | ● | Growth Mindset            |
| Week 9    | ● | Goal Gradient             |
| Week 10   | ● | Fresh Start               |
| Week 11   | ● | Implementation Intentions |
| Week 12   | ● | None                      |
| Week 13   | ● | Survey Link               |

# Choice Architecture

## What we found

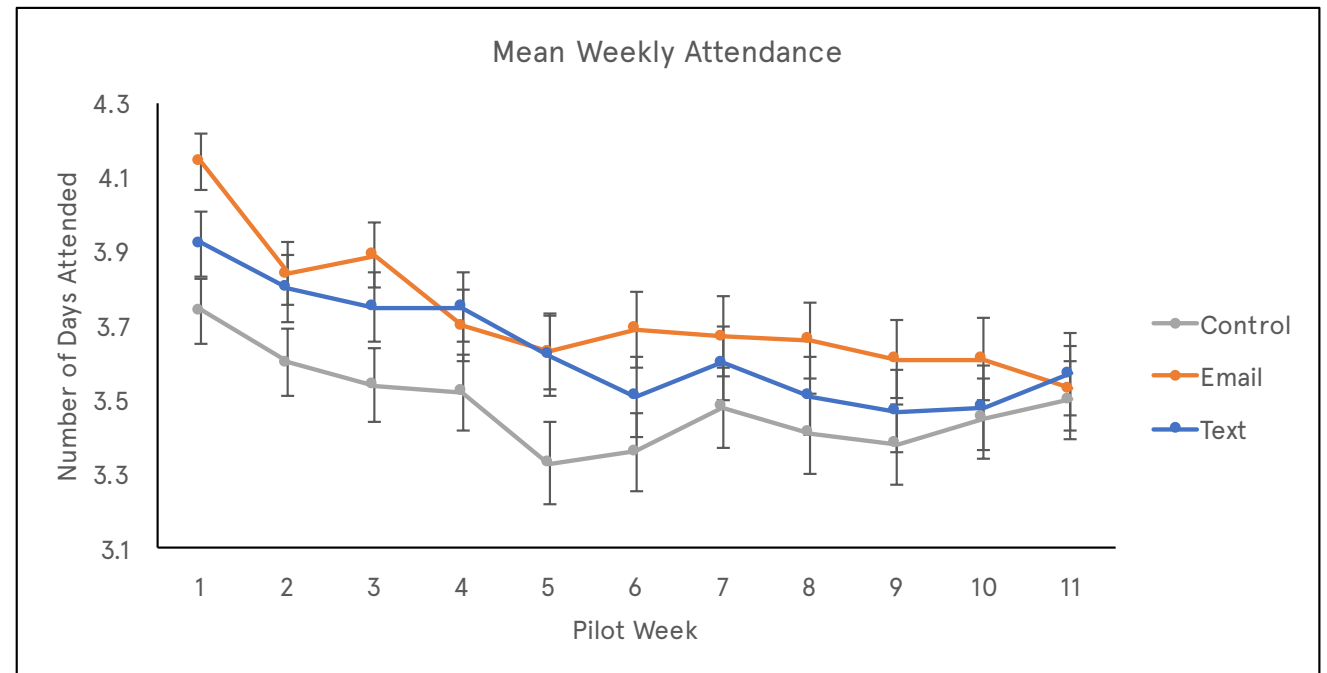
Learners receiving messaging intervention attend campus significantly more often than control learners.

The low cost, low unsubscribe rate, and robust impact of the email messaging campaign make it a worthwhile, scalable way to improve learner outcomes at Academy of Learning Career College

**Text** yields a significant **+4.4%\*\*\*** increase relative to control

**Email** yields a significant **+6.9%\*\*\*** increase relative to control

The difference between Text and Email was not significant.



Regression in which number of days of attendance per student per week are predicted by Group and Pilot Week