

SIMPLER for Higher Education

	S	I	M	P	L	E	R
	Social Influence	Implementation Prompt	Making Deadlines	Personalization	Loss Aversion	Ease	Reminder
DEFINITION	Provides signals about appropriate behavior within a group and uses how people perceive themselves in relation to others to encourage action.	Helps people get from intention to action by inviting them to commit to achieving their goals and by breaking an action down into steps.	Frames a future action as important and urgent, discouraging the tendency to rank today's needs over tomorrow's needs.	Encourages behavior by offering personal assistance or by using information known about a person's situation to offer targeted help.	Frames an outcome as a potential loss to be avoided, capitalizing on people's preference for avoiding losses over acquiring gains.	Reduces the effort needed to complete an action by setting defaults, making processes more streamlined, and removing hassles.	Encourages the completion of an action by providing a prompt, often in the form of a text message, email, or postcard.
EXAMPLE	<p><u>Summer Enrollment</u> Testimonials from students who took summer courses were used to challenge norms about the types of students who attend such courses. A communications campaign with these testimonials contributed to a 5.5 percentage point increase in summer enrollment.</p>	<p><u>Summer Enrollment</u> That same communications campaign mapped out steps students needed to take to enroll in summer courses and included a planning tool at the bottom of a letter they received. The tool had a small calendar that read "check off a day next week when you will register for class."</p>	<p><u>Work-Study Jobs</u> Sending redesigned emails that incorporated principles of behavioral science—including clearly stating deadlines—increased the number of applicants to a campus work-study program by 28 percentage points.</p>	<p><u>College Enrollment</u> An intervention provided peer mentors and sent 10 personalized text message reminders to high school graduates and their parents that could connect them to one-on-one support. It increased college enrollment among students who had less access to college-planning support.</p>	<p><u>Workshops</u> A topic in a workshop series for struggling students framed the costs of classes as a potential loss to students. The workshops and other messages reduced withdrawals by 10 percent.</p>	<p><u>Submitting FAFSA</u> The application process for college financial aid was streamlined by having tax preparers at H&R Block help young people's families complete and submit the FAFSA. The change made students more likely to apply for aid, receive aid, and attend college.</p>	<p><u>Academic Planning</u> Community college students were sent a series of 11 reminders to attend a group workshop or one-on-one counseling session and make an academic plan. The reminders increased academic plan completion rates by over 20 percentage points.</p>