



# Nudging to Success: Results & Lessons from Three Years of Supporting Foster Youth to College Completion

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PERSISTENCE  
+PLUS

## ▶ TODAY'S WORKSHOP

### Presentation

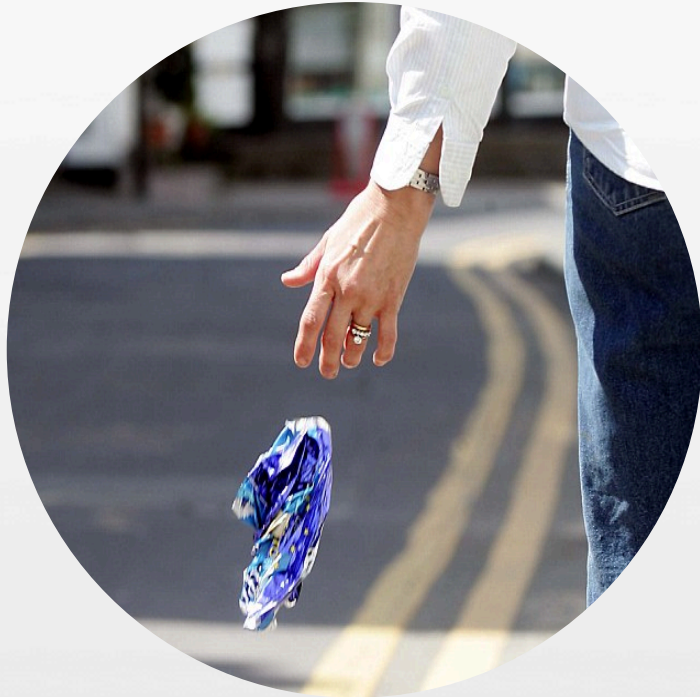
- An introduction to nudging
- The Persistence Plus model
- Partnership with Guardian Scholars

### Panel Discussion

- Surprises, challenges & lessons learned
- Student responses to nudging

# WHAT IS NUDGING?

## ▶ APPLYING BEHAVIORAL SCIENCE TO CHANGE BEHAVIOR



Nudges in the  
Environment



Nudges in How We  
Communicate

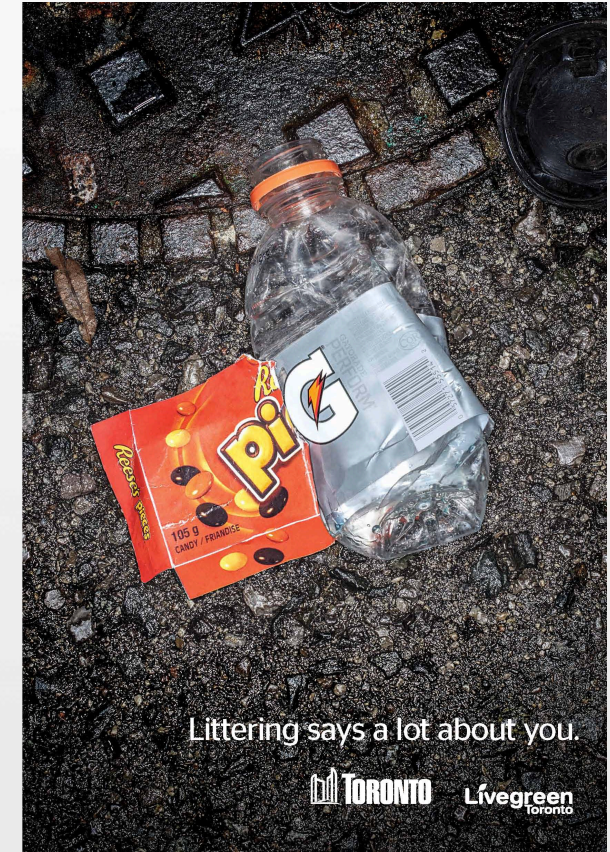
## ▶ ANTI-LITTERING PSAs



Severity



Consequences

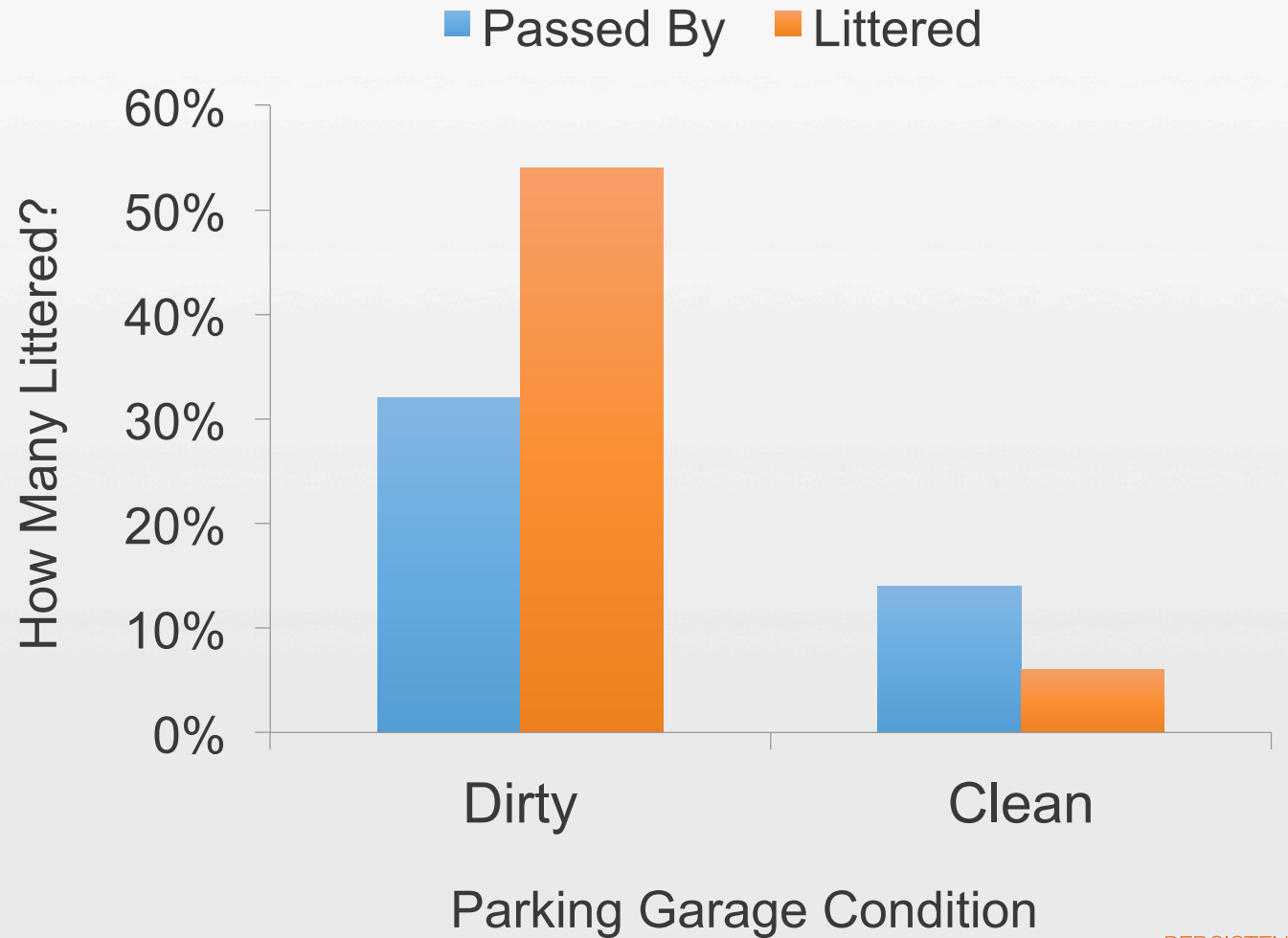


Emotional appeals

## ▶ NUDGES IN THE ENVIRONMENT



Cialdini, Reno, & Kallgren (1990)



## ▶ HOW WE COMMUNICATE INFORMATION



Your heritage is being vandalized every day by theft losses of petrified wood of 14 tons a year, mostly a small piece at a time.

Please don't remove the petrified wood from the park, in order to preserve the natural state of the Petrified Forest.

Cialdini (2003)

## ▶ NUDGES IN THE WILD



**MOST ACADIA HIKERS**  
LEAVE CAIRNS AS THEY FIND THEM

Have you seen nudges like these used to change people's behavior?



# PERSISTENCE PLUS

## ▶ OUR MODEL



LEVERAGE  
TECHNOLOGY



APPLY SMALL  
NUDGES



FOSTER  
SUCCESS



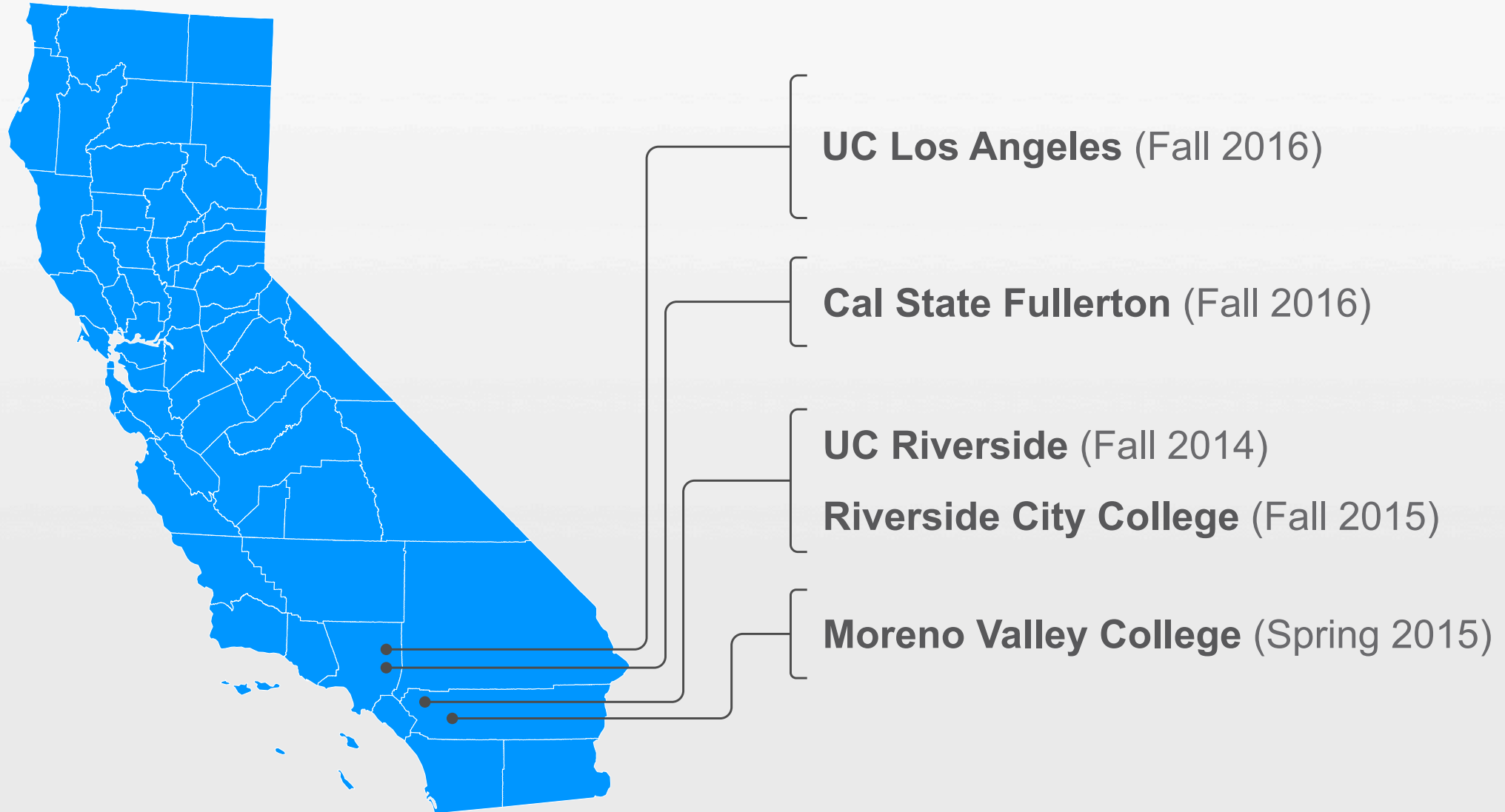
## ► FOSTER YOUTH CHALLENGES

What types of challenges do foster youth face that you think nudges could help them overcome?



# PARTNERSHIP WITH GUARDIAN SCHOLARS


## ▶ PARTNERSHIP WITH FOSTER CARE COUNTS




## ► COMMUNICATING WITH GUARDIAN SCHOLARS



**OVER 600**  
STUDENTS SERVED ON  
THE P+ PLATFORM




STUDENTS HAVE  
RECEIVED OVER  
**45,000**  
PERSONALIZED  
NUDGES



**3 OUT OF 5**  
STUDENTS  
RESPOND TO NUDGES

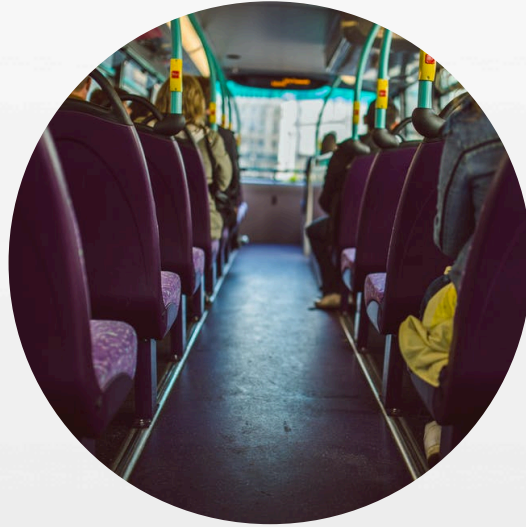
STUDENTS HAVE  
RESPONDED TO NUDGES  
**OVER 4,000 TIMES**



## ▶ FINANCIAL INSECURITY



66% OF STUDENTS  
SKIP MEALS  
DUE TO COST



46% CANNOT  
RELIABLY GET  
TO CAMPUS



60% OF STUDENTS  
LACK RELIABLE  
HOUSING

## ▶ OUTCOMES WITH GUARDIAN SCHOLARS

### STUDENTS WHO USE P+

10 percentage point higher  
fall-to-spring persistence

14 percentage point higher  
fall-to-fall persistence

### FUTURE QUESTIONS

Earn degree or  
credential?

Successful  
transfer?

Randomized  
trial?





# THANK YOU

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