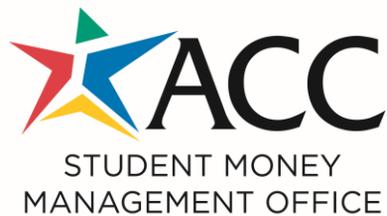
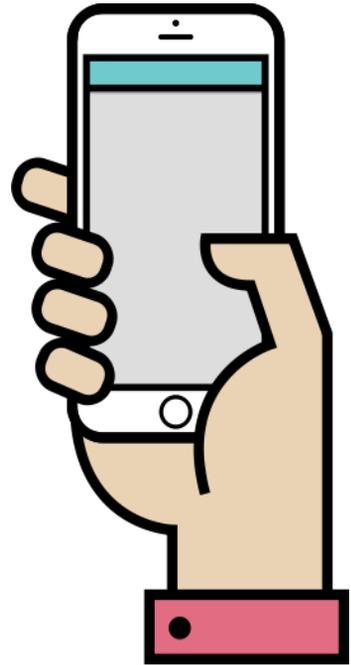
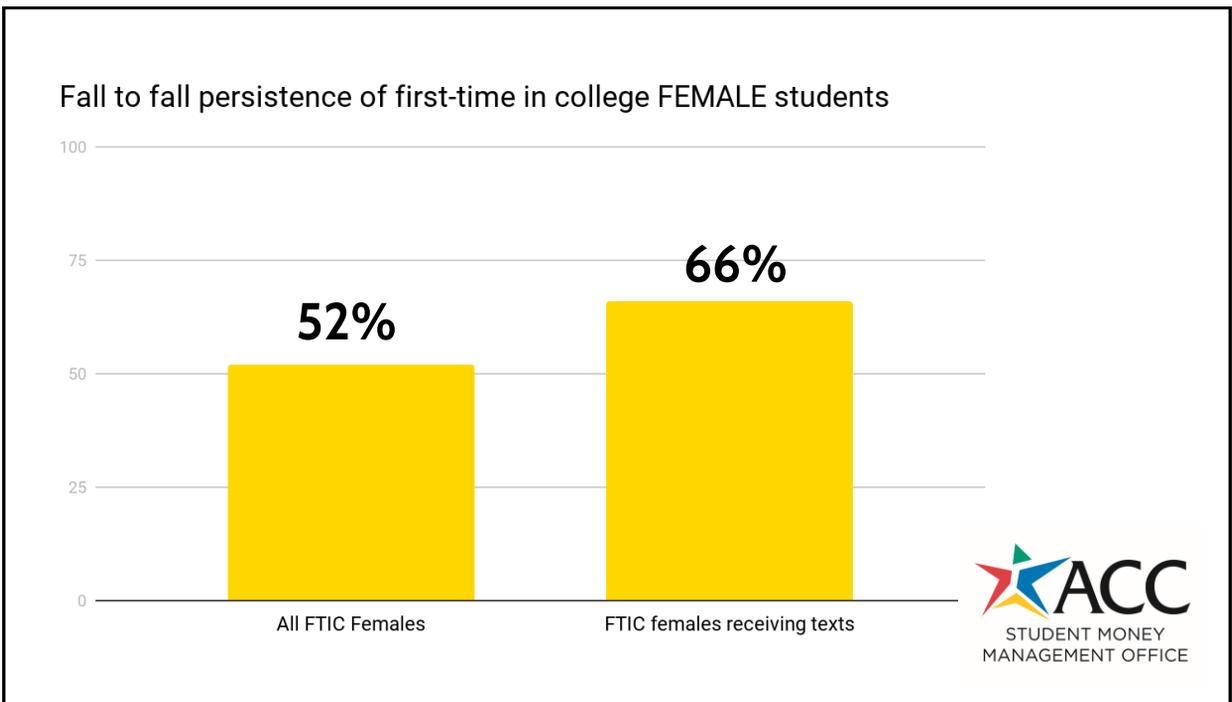
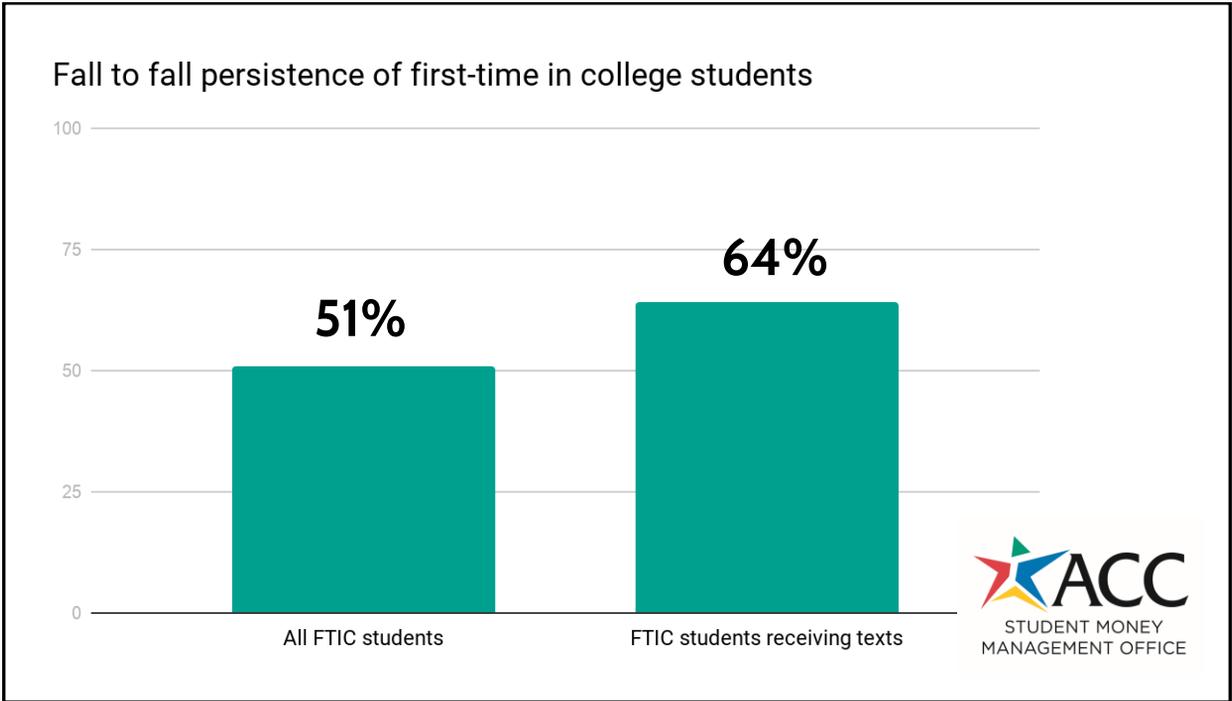


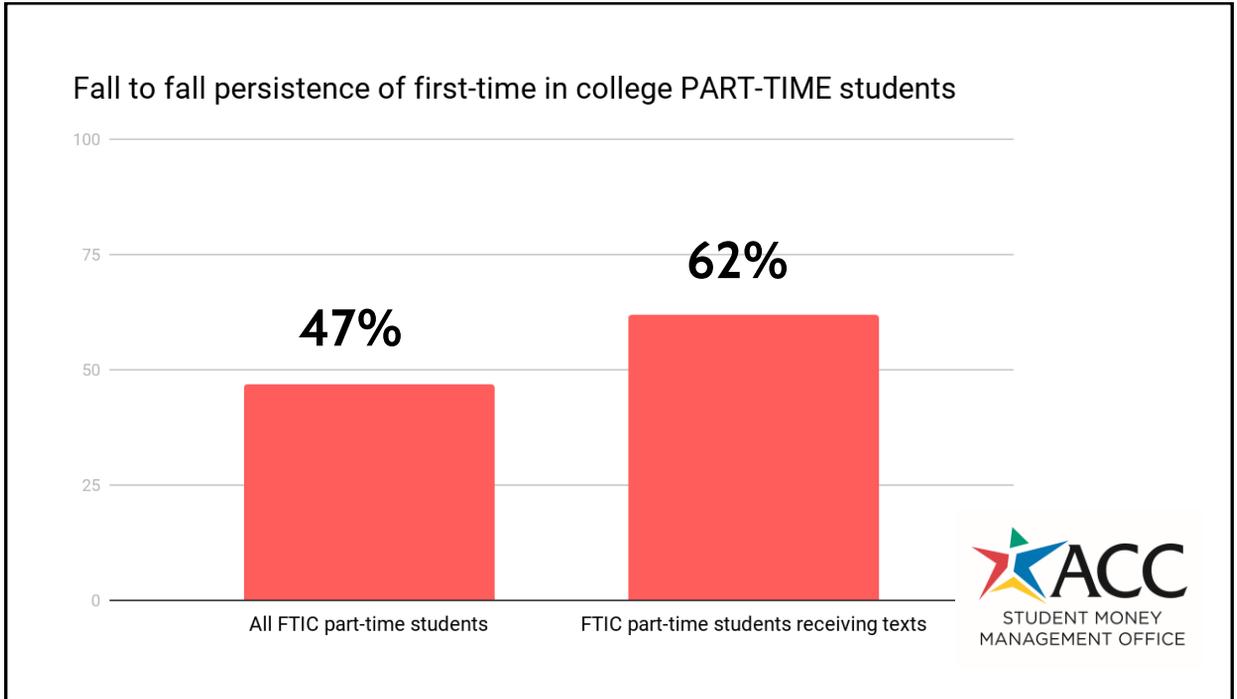
Text **READY** to
512-714-2492



Interactive Texting & Student Persistence

Karen Serna
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Director, Student Money Management Office
Austin Community College





Resources

What our initial texting initiative was based on:

Castleman, B. L., & Page, L. C. (2015). Freshman year financial aid nudges: An experiment to increase FAFSA renewal and college persistence. *Journal of Human Resources*, 51(2), 389-415. <https://doi.org/10.3368/jhr.51.2.0614-6458R>

Report from the Ray Marshall Center with results of our text messaging initiative:

Patnaik, A., & Cumpton, G. (2018). Evaluation of Austin Community College's Strengthening Institutions Program Grant. Retrieved from https://raymarshallcenter.org/files/2018/09/ACC-SIP-Evaluation-Annual-Outcomes-Report-Aug-2018-FINAL-09_07_18.pdf

A fun application of texting we piloted last fall and ran again in early October:

Serna, K. L., & Taylor, Z. W. (2018). Conducting a text messaging scavenger hunt to promote financial aid literacy among community college students. *Community College Journal of Research and Practice*, 1-4. <https://doi.org/10.1080/10668926.2018.1467352>