#NACACreads with Author Benjamin Castleman

#NACACreads participants discussed "The 160-Character Solution" on April 18.

It’s 9 p.m. ET, and time for tonight’s #NACACreads book chat. Thanks for joining us!

pic.twitter.com/tgc0RqJlup
We’re lucky to have the author, @BenCastleman, with us tonight. #NACACreads
pic.twitter.com/bbp6khB3EM

Ben Castleman is an assistant professor of education and public policy at @UVA. He works to create scalable solutions in education and public policy by leveraging behavioral insights, data science, and interactive technologies. #NACACreads

We’ll be discussing “The 160-Character Solution” by Dr. Benjamin Castleman. #NACACreads

He is also founder and director of the @Nudge4Solutions lab at @UVA. #NACACreads
Welcome, Dr. Castleman! #NACACreads

@NACAC HI Ben! #nacacreads

I just wanna throw some love to the #emchat bunch as we kick off #NACACreads ... that May 1 rush is real.

We'll get rolling soon. But first, #NACACreads participants: Take some time to introduce yourselves.
Even if you’re just lurking, say howdy! Tell us your name and the institution/org where you work. #NACACreads pic.twitter.com/7zaJU5sX1L

Charlie Hungerford
@charliehunger4d

Excited for #nacacreads to start!

NACAC
@NACAC

And for the record, I’m moderator Mary Stegmeir, a member of NACAC’s comm team. #NACACreads

Natalie Gleason
@ntron23

Hi all!! I work at @MongooseHEd and we’re all about #nudges #texting and #highered #NACACreads
YAY #nacacreads! I'm Ashley from the NACAC Communications team! Excited for this chat!
pic.twitter.com/nS7mNYHg8Z

Palouse Pathways @PalousePathways

#NACACreads I'm peggy from Palouse Pathways in Moscow Idaho. It's my first Twitter chat!

Charlie Hungerford @charliehunger4d

#nacacreads Charlie Hungerford - Communications Chair for @NACAC and President-Elect for Missouri ACAC

Lisa Sohmer @LisaSohmer

Lisa Sohmer — IEC and member of the NACAC communications Committee saying hello.
#NACACreads
Signal Vine here! Very excited for this conversation. #NACACreads

Gil from @nrccua supporting @EncouraEdu Data Lab and @EduventuresInc. Formerly of @Chegg, #Zinch, @UNewHaven and @UofHartford ... Just a #highered geek here for a great convo. #nacacreads twitter.com/nacac/status/9...

Hello!! Tania from @NACACedu here. So excited! #research #nacacreads

Good evening! Ross Grippi, Ohio Wesleyan University. #NACACreads

#NACACreads Hi all! Megan ORourke from Marquette U!

#NACACreads

Good Evening! Craig Grooms from Union College KY & NACAC Communications Committee. #NACACreads
@ashleyddobson You could say this chat is going to be a joy. #gifpun #nacacreads
New to Twitter chats? Check out this handy guide — ow.ly/XevhT — and remember to tag ALL your tweets w/ #NACACreads. pic.twitter.com/dgE5Vq7htF

@gilrogers

Couldn’t agree more. #NACACreads twitter.com/ashleyddobson/...

@BenCastleman: How does behavioral economics fit into the work of college counselors and admission professionals? Why are these types of interventions especially powerful for low-income and first-gen students? #NACACreads
Hi #NACACreads! Excited to join you tonight. We know that students face complex and consequential decisions all along the road to and through college. 1/n twitter.com/NACAC/status/9...

These choices range from HS juniors/seniors choosing which of the thousands of colleges in the country are a good fit for their postsec goals, to advanced college students IDing financial resources they can access to get through the last mile of college 2/n #NACACreads

Behavioral economics offers a design and diagnosis framework for first identifying aspects of these decision processes that may be confusing for students, or that might lead them to put off making any decision at all... 3/n #NACACreads

And then designing improvements to these systems that help students follow through on their own intentions (e.g. renewing their financial aid) or that help students make more informed choices when confronted with a complex set of options 4/n #NACACreads

These strategies can be powerful for low-income/1st-gen students by providing them with the kinds of personalized info and assistance with college planning that more affluent students get from their famileis, schools, or private college coaches 5/5 #NACACreads
Great insight from our #NACACreads author @BenCastleman: Personalized info and assistance can improve outcomes for students and help them sort their postsecondary options. twitter.com/BenCastleman/s...

Thanks again for joining today’s chat — let’s jump into Q1. #NACACreads

Q1: In what ways could technological “nudges” help students make more active and informed decisions about college? #NACACreads

#NACACreads pic.twitter.com/dUWPEu8Ctj
A1: Many families & students wrongly assume that college is unaffordable. Texting students early on about COA and #finaid options could encourage them to keep an open mind and inspire them to engage in a more comprehensive college search. #NACACreads

Gil Rogers
@gilrogers

Very timely considering the time of year #NACACreads twitter.com/nacac/status/9...

M Gilbert-Mitchell
@mgmcollegeguru

Using social media, especially Twitter, that students already have mastery using towards their high school through college graduation journey helps them “use their tech powers for good” with nearly instant results. #NACACreads

Ashley Dobson
@ashleyddobson

Absolutely! I'm always about meeting people where they are, on the platforms they already spend time on! #NACACreads

YouVisit
@You_Visit

@NACAC A1 - we've seen a huge spike in engagement when schools nudge students that haven't visited campus to take a #virtualtour. It is a great tool to help drive deposits. #nacacreads

NACAC
@NACAC

We love this! Hey #NACACreads, what are your favorite social media channels to reach students? @mgmcollegeguru twitter.com/mgmcollegeguru...
Charlie Hungerford
@charliehunger4d

@NACAC @mgmcollegeguru We work with a lot of non-traditional students, and Facebook still actually works fairly well for us. #NACACreads

Gil Rogers
@gilrogers

A1 there’s great research out there about texting specifically and students’ desire to receive them for important updates. Not spam “check us out” stuff, but reminders. Students want/need it to get through the clutter #NACACreads

Charlie Hungerford
@charliehunger4d

#nacacreads Unlike more traditional forms of communication, these "instant" messages that come straight to their devices keep the engagement current and up-to-date.

Natalie Gleason
@ntron23

@gilrogers Absolutely! It’s all about etiquette. And advisors/counselors that can establish a relationship via text are doing themselves and the students a favor. #NACACreads

PetoskeyHSCounseling
@CnewsPHS

#NACACreads A1 texting a college a month to introduce colleges and their programming to families and students. Great way to help with fit and match

NACAC
@NACAC

Great advice from @CnewsPHS! Texting is a great way to grow college awareness! #NACACreads twitter.com/CnewsPHS/status...
@PalousePathways 1 or 2 examples, nuggets from a case study, something that could give students a real picture of what college costs look like for real students #NACACreads

@PalousePathways

A1 I caution colleges, though. Just because research says “students want texts” does NOT mean “spam their phone”. Don’t treat texting like an old school search campaign #nacreads

@gilrogers

@gilrogers: A classic case of "too much of a good thing."#NACACreads twitter.com/gilrogers/stat...

@gilrogers

Bingo! Cannot stress the importance of protecting the medium (texting) enough. Quick blog on best practices here: blog.mongooseresearch.com/2017/11/21/how...

Lisa Sohmer

HS counselors generally cannot text students and students avoid e-mail. Any ideas to get kids to check inbox? #NACACreads
@LisaSohmer Cannot or do not? I'll plead ignorance here on policy #nacacreads

@charliehunger4d
@gilrogers So true @gilrogers How do we not simply become clutter on their devices?
#nacacreads

@NACAC I dunno. Is any level of spam a good thing? 😳 #nacacreads pic.twitter.com/U7oXDFcvkX

@GILROGERS @GILROGERS - 16 DAYS AGO
Gil Rogers
@gilrogers

@PalousePathways @NACAC You win this round. #nacacreads

16 DAYS AGO

Ashley Dobson
@ashleyddobson

@BenCastleman @SignalVine @LisaSohmer what do you find is the barrier to texting in high schools? #NACACreads

16 DAYS AGO

Charlie Hungerford
@charliehunger4d

@ashleyddobson @BenCastleman @SignalVine @LisaSohmer And, would it be different if it were a institutional message from an account as opposed to an individual text from a personal phone? #nacacreads

16 DAYS AGO
@charliehunger4d Imho it’s about relevance and matching the right content to the right students at the right time ... what’s the goal of the text? Or the letter? Or the email? Match goal with tool #nacacreads

We’re off to a great start w/ @BenCastleman, author of “The 160-Character Solution” — ow.ly/eTAv30jcQhz. #NACACreads pic.twitter.com/RJU318tgRV

.@BenCastleman: There’s so much information out there about colleges and financial aid. Why are text messages particularly effective at reaching students? And in what ways have you seen text messages support #collegebound students? #NACACreads
First thing to say is that texting is *an* effective strategy, but not the only way to reach students.
And texting won’t always be effective—it will probably get saturated the same way email did before it. 1/n #NACACreads twitter.com/NACAC/status/9...

So I think it’s more useful to think about the design features of effective texting campaigns that make them impactful 2/n #NACACreads

First, texts demand our attention. Every time our phones chirp or vibrate, we look at the message, and for that moment in time, the text stands out as its own content. That’s a powerful avenue for breaking through the informational clutter we all experience. 3/n #NACACreads

Second, by virtue of being short, texting forces us to take complicated processes and break them down into digestible, actionable chunks that are much easier for people to process 4/n #NACACreads

Third, simply by keeping something top of mind for the students we’re messaging, they’re more likely to follow through. If all we do is send students a text with the word “FAFSA” once a week, they’re less likely to forget to put off applying for financial aid 5/n #NACACreads
Finally, we can use texts to make it very easy to connect students to 1:1 help. They don’t have to go into someone’s office or call someone on the phone. Getting support can be as simple as writing back to a message. 6/n #NACACreads

More great advice from @BenCastleman: Cut through the noise to reach #collegebound students. Text messages demand our attention — making it easier for them to “break through the informational clutter.” #NACACreads twitter.com/BenCastleman/s...

@BenCastleman What’s next? Smoke signal? #nacreads

@charliehunger4d @ashleyddobson @BenCastleman @SignalVine @LisaSohmer Broadcast message vs 1:1 note will always yield different outcomes #NACACreads

Just joining in? Say hello — we’re talking about “The 160-Character Solution: How Text Messaging and Other Behavioral Strategies Can Improve Education” w/ @BenCastleman. Rolling into Q2 soon! #NACACreads

Q2: Prompts and encouragement can influence how students approach their path to #highered. What are some key junctures in the college admission process where students would benefit from reminders and reassurances? #NACACreads
Q2. What are some key junctures in the college admission process where students would benefit from reminders and reassurances?

#NACACreads pic.twitter.com/TEIWVPJ9rb

16 DAYS AGO

Sarah Cox
SarahSCoxatHome
I wish someone would text me reminders once a week... #nacacreads
twitter.com/BenCastleman/s...

16 DAYS AGO

Better Make Room🎓
@BetterMakeRoom
We send text messages to high school juniors, seniors and college students via our #UpNext texting program. You have to reach students where they are and everyone is on their phones. It’s also so much easier to send students a text (and get a fast response!) than an email!
twitter.com/nacac/status/9...

@Don_Yu_ · 16 DAYS AGO

Ashley Dobson
@ashleyddobson
A2: After graduation, but before college enrollment. Too many bright students are lost to #SummerMelt! #NACACreads

16 DAYS AGO
Natalie Gleason
@ntron23

A2 Plenty of opportunities to remind students of things like #FAFSA deadlines, incomplete applications, events, deposits due, the list goes on. But yes, always consider what is relevant to each individual student! #NACACreads #EMchat

Charlie Hungerford
@charliehunger4d

#nacacreads A2 - all the typical times in the admission cycle, plus, and especially, when something is delayed or unusual - specific decision points, special recognitions, etc.

Craig Grooms
@cgque

A2 before the deadline for state grants. #nacacreads

Gil Rogers
@gilrogers

A2 important reminders are important milestones: app deadlines, financial aid deadlines, housing, etc #nacacreads twitter.com/nacac/status/9...

NACAC
@NACAC

Q3 is coming in a couple minutes. And as always, feel free to toss out your own questions — send ‘em to @NACAC. #NACACreads

NACAC
@NACAC

Q3: What “hassle factors” exist within the college search and selection process? How do they prevent students from making active decisions? #NACACreads
Q3. What “hassle factors” exist within the college search and selection process? How do they prevent students from making active decisions?

#NACACreads pic.twitter.com/YtgP2NmIdw

Gil Rogers
@gilrogers

Where to begin ... #nacacreads twitter.com/nacac/status/9...

16 DAYS AGO

Ashley Dobson
@ashleyddobson

A3: Filing for #finaid often presents challenges, especially for low-income students who potentially have the most to gain from the process: ow.ly/5nfj30jyg68 #NACACreads

16 DAYS AGO

Charlie Hungerford
@charliehunger4d

#nacacreads A3 - things that the student can't control - transcripts, tax forms, testing score reports... so many "hassle points"

16 DAYS AGO

Craig Grooms
@cgque

A3 Verification!!! #nacacreads

16 DAYS AGO
@NACAC At times the “college speak” or college language used in pursuing college sounds like another language particularly for future first-generation college goers. This is an extra hurdle - or 2 or more - that many students need help getting through & over. #NACACreads

Wendy Andreen
@AndreenWendy

@NACAC In the college search process: teaching students how to research colleges, matching majors to colleges, & financing college visits are 3 areas that can be hassles or obstacles. #NACACreads

Palouse Pathways
@PalousePathways

#nacacreads Q3 too many choices. The book really brought that home for me. SAT or ACT? FAFSA or CSS? In state or out of state. It’s like too many kinds of jelly.

NACAC
@NACAC

And as @BenCastleman writes: "Having a multitude of choices is not always conducive to making well-informed decisions --- or in some instances --- any decision at all.” :/
#NACACreads @PalousePathways twitter.com/PalousePathway...

M Gilbert-Mitchell
@mgmcollegeguru

As educators, parents, & family of students, we can meet them where they are, use what they know (social media), & share more to help get them where they want to go. We don’t drive the car but are nearby to read the signs, watch traffic, & monitor the road w/ them. #NACACreads

Gil Rogers
@gilrogers

A3 Hassle factors of the college search: 1) Too many messages that all look and sound the same #NACACreads
2) too many messages from poor fit institutions #nacacreads

3) poor mobile experience on many .edu sites making the information needed hardest to find #Nacacreads

Broad strokes but that’s my top few #nacacreads

I think student would like to be able to “opt out” of e-mails from institutions where they have decided not to apply. #NACACreads

@LisaSohmer Agreed! #NACACreads

A3 I should add since I serve a rural population: bad internet and cell service

An important reminder: Students need access to internet/cell service to make use of high-tech nudges! #NACACreads twitter.com/PalousePathway...
Thread on how much revealing one’s first-gen status can mean to first-gen students. I’ve had similar conversations with students over the past few years. It's why I make that part of my bio, and let students know on day one of class. twitter.com/AMReese07/stat...

@BenCastleman · 16 DAYS AGO

@accentshift Thanks man--love working with you and the rest of the @ShearCreativity crew!

16 DAYS AGO

A3 #SummerMelt is a real deal. The transition for many students, not just those who are underprivileged, is too much too soon and they fall behind on deadlines, don't raise their hands to ask for help, and ultimately miss out 🥺#NACACreads

16 DAYS AGO

A3. My kids are pretty frustrated with the volume of messaging. Talked about it at lunch today. #NACACreads

16 DAYS AGO

@askmrreeves Is it becoming noise now, @askmrreeves? Do the students just ignore the texts now? #NACACReads

16 DAYS AGO

Any other #NACACreads counselors hearing the same thing from their students?
@askmrreeves: What is most overwhelming -- the emails? the mail? the texts?
twitter.com/askmrreeves/st...

16 DAYS AGO
Gil Rogers
@gilrogers

@NACAC @askmrreeves I’m gonna go out on a limb and say “yes” #nacacreads

16 DAYS AGO

Megan O’Rourke
@megancolleen

@NACAC I think about this all the time! I started work in admission in 06. Its unbelievable how so much has changed for students and how they receive/get information in that time span. #NACACreads

16 DAYS AGO

Gil Rogers
@gilrogers

With algorithm changes and privacy concerns I’m interested to see where this lands over the next couple years #Nacacreads

twitter.com/nacac/status/9...

16 DAYS AGO

Ross Grippi
@rrgrippi

We’ve seen significant success reaching students & surveying them with yes or no ?s. Try to personalize, avoid mass sms. #NACACreads

16 DAYS AGO

NACAC
@NACAC

.@BenCastleman: You partnered with #BetterMakeRoom to create #UpNext — a free text messaging service that helps #collegebound students navigate the admission process. How is that effort going? #NACACreads

16 DAYS AGO

Ben Castleman
@BenCastleman

#UpNext is going really well! We’ve reached over 100K students across the country, and provided them with important college and financial aid info to help them access and succeed in college. 1/n twitter.com/NACAC/status/9...

16 DAYS AGO
Students respond so powerfully to messages (even short texts) from @MichelleObama—she is a source of incredible inspiration and motivation. @Don_Yu_ @ewwaldo @ReachHigher 2/n #NACACreads pic.twitter.com/vnBeWw0KJA

#UpNext will enter its third cycle in a couple months, and students anywhere in the country can sign up (for free) to receive reminders, encouragement, and support from Mrs. Obama and the @BetterMakeRoom team. 3/3 #NACACreads pic.twitter.com/qoS0uWR6mz
@BenCastleman @MichelleObama @Don_Yu_ @ewwaldo @ReachHigher I mean ... I would appreciate texts from @MichelleObama, too #nacacreads

@ntron23 @BenCastleman @MichelleObama @Don_Yu_ @ewwaldo @ReachHigher Freeze. I would freeze. And screen shot it and post it everywhere. #nacacreads

@gilrogers @BenCastleman @MichelleObama @Don_Yu_ @ewwaldo @ReachHigher Me too! Ha! #NACACReads

Hey #NACACReads, do your students know about #UpNext? Spread the word: bettermakeroom.org/up-next/ #BetterMakeRoom @BenCastleman #toandthrough #collegebound twitter.com/BenCastleman/s...

Great conversation so far! #NACACreads

Just remember, tag all your tweets with #NACACreads! Rolling into Q4.
Q4: Information overload and the complexity of the college admission process can cause students to put off making decisions about highered or choose the “default” option—even if it’s not in their best interest. Have you seen this phenomenon in the students you serve?
#NACACreads

#NACACreads pic.twitter.com/ro307r9CO6

@NACAC

16 DAYS AGO

Charlie Hungerford
@charliehunger4d

#nacacreads A4 - I don't think this is exclusive to students in the college search process. It’s a universal issue when confronted with too many choices. #NACACReads and #FirstWorldProblem

16 DAYS AGO

Palouse Pathways
@PalousePathways

#NACACreads A4 totally. the refrain among local kids is "I'm just going to ....." and put in the name of the local college or community college. Many of those kids have higher asperations but around eleventh grade they downshift.

16 DAYS AGO
Wendy Andreen
@AndreenWendy

@NACAC A4 - Students continue to meet college expectations & then the #collegeadmissions bar is raised higher: gpa, test scores, activities, demonstrated interest, essays, apps open earlier in summer, earlier deadlines, more apps, low admit rates. #NACACreads

16 DAYS AGO

Ashley Dobson
@ashleyddobson

A4: Undermatching continues to be an issue. Check out this PowerPoint from @NACAC member @chbboehm: ow.ly/iWN530jxppR #NACACreads

16 DAYS AGO

NACAC
@NACAC

Keep those comments coming! Q5 is up next. #NACACreads

16 DAYS AGO

NACAC
@NACAC

Q5: Dr. Castleman writes: “The only limit to our ability to communicate effectively with students is our own creativity.” What are some of your go-to strategies for helping student navigate the college admission and financial aid processes? What works? What doesn’t? #NACACreads

16 DAYS AGO
QS. What are some of your go-to strategies for helping students navigate the college admission and financial aid processes? What works? What doesn’t?

#NACACreads pic.twitter.com/eaN0KOLqx3

@ASHLEYDDOBSON

A5: Does anyone else remember the PPY/FAFSA memes from @nasfaa? ow.ly/nH7M30jyh3m

#NACACreads #PugYeah pic.twitter.com/97gvm2oUOL

@ASHLEYDDOBSON
One thing that has worked with students for me is modeling & practicing nuggets of the college process in steps using small group formats. Having peer, class, family, & even school teams together reduces pressure and anxiety while building bonds and teaching by doing.

#NACACreads twitter.com/nacac/status/9...

We love this idea from @mgmcollegeguru #NACACreads twitter.com/mgmcollegeguru...

Generally the best strategies I see are multi-channel, multi-touch, multi-platform. As @BenCastleman said before, texting is *a* method. In today's saturated environment you need to be available and visible in lots of places. #NACACreads

Now, this does NOT mean be EVERYWHERE. It means be thoughtful about what works at what phase of the process. #nacacreads

@NACAC A5 students don't want to even join REMIND for text reminders. They didn't seem interested in #upnext either and they won't read their emails so we are struggling with what to do

@NACAC A5 personalization is key! Students want to know that someone is there to guide them to and through the college process. Even better is reaching them where they are (their phones)! #NACACreads
Natalie Gleason
@ntron23
A5 Not everyone is an amazing copywriter. It helps when your staff is up-to-speed on crafting text messages that students will actually appreciate AND respond to! #NACACreads More best practices here: blog.mongooseresearch.com/2017/10/26/cra...  
16 DAYS AGO

Charlie Hungerford
@charliehunger4d
@CnewsPHS @NACAC the struggle is real, @CnewsPHS #NACACReads  
16 DAYS AGO

Palouse Pathways
@PalousePathways
#nacacreads @BenCastleman I am really interested in accountability groups. I want an accountability group for SAT or ACT prep, because Khan academy is pretty inert and doesn’t engage the kids. Do you know anyone doing that?  
16 DAYS AGO

NACAC
@NACAC
@BenCastleman: What advice do you have for schools, counselors, or colleges that are looking to leverage behavioral economics in their efforts to boost college access? #NACACreads  
16 DAYS AGO

Ben Castleman
@BenCastleman
Behavioral economics strategies can seem simple, but to be effective the design details matter greatly 1/n twitter.com/NACAC/status/9...  
16 DAYS AGO

Ben Castleman
@BenCastleman
With generous support from @HeckscherFnd, I’ve been working with @ideas42 @ethanfletcher @Nudge4Solutions to create a free “how to” guide for successfully implementing evidence-based behavioral strategies. 2/n #NACACreads  
16 DAYS AGO
We're partnering with @ReachHigher @ShearCreativity to release the guide—called Nudges, Norms, and New Solutions—on May 2nd--#CollegeSigningDay! 3/n #NACACreads

We'll also be launching a Nudge Hotline that educators across the country can contact for free support applying nudge strategies in their schools/colleges and with their students. 4/n #NACACreads @ideas42 @ethanfletcher @Nudge4Solutions @ReachHigher @ShearCreativity

On May 2nd the guide will be available for free download and the Nudge Hotline will go live. Folks who are interested in learning more can email hotline@nudge4.org 5/5 #NACACreads pic.twitter.com/Sklpy6NvjD

More great resources -- the Nudge Hotline! Thanks, @BenCastleman! #NACACreads twitter.com/BenCastleman/s...
Looking to harness the power of #behavioraleconomics? Watch for “Nudges, Norms, and New Solutions” available May 2! #NACACreads @ReachHigher @ShearCreativity #BetterMakeRoom #CollegeSigningDay twitter.com/BenCastleman/s...

Gil Rogers @gilrogers

🔥 #nacacreads twitter.com/ntron23/status...

Charlie Hungerford @charliehunger4d

@BenCastleman maybe @NACAC will nudge me on May 2 with a reminder :) #NACACReads

Wendy Andreen @AndreenWendy

Join the conversation #NACACreads twitter.com/nacac/status/9...

Great conversation! Q6 is coming shortly. It'll be our last question of the evening. #NACACreads

Thanks to everyone for taking part in #NACACreads! And a special thank you to @BenCastleman!

NOW, our final #NACACreads question for tonight...
@NACAC #NACACreads pic.twitter.com/0lFqHIDjXr

16 DAYS AGO

Gil Rogers
@gilrogers

@NACAC What? So soon? #nacacreads

16 DAYS AGO

Charlie Hungerford
@charliehunger4d

@gilrogers @NACAC Right???? #NACACReads

16 DAYS AGO

Gil Rogers
@gilrogers

@charliehunger4d @NACAC We can choose to be sad it’s ending or happy we had the opportunity #nacacreads

16 DAYS AGO

Charlie Hungerford
@charliehunger4d

@gilrogers @NACAC I can't choose. So I will be both :) #NACACReads

16 DAYS AGO
@charliehunger4d @NACAC So you are choosing ... sappy? 😊 #nacacreads

@NACAC @BenCastleman Thanks for hosting. #NACACreads

Q6: Strategies that help students make decisions about college are most effective when students are confident that there’s a place for them in #highered. What are some ways schools and communities can build a college-going culture? How can colleges support their work? #NACACreads

#NACACreads pic.twitter.com/Fgee4IIBBA
defining college at an early age as any post secondary certificate or degree. Exposing students and parents at an early age the future job outlook and the need for training to land those jobs

Craig Grooms
@cgque

A6 There are times when students need to hear the information from another neutral voice. Colleges and Universities should fill that need. #nacreads

Charlie Hungerford
@charliehunger4d

#nacreads A6 - it would be great if our local high schools would be more inclusive and stop using the same two players at every event. They almost never call on the private colleges in the area. #NACACReads

Ashley Dobson
@ashleyddobson

A6: Address stereotype threat. As @BenCastleman writes: “We don’t need to believe negative stereotypes to be affected by them...these burdens translate into heightened anxiety, which reduces our performance on the task at hand.” #NACACreads

Palouse Pathways
@PalousePathways

#nacreads A6 encouraging students in 8-9 grade to explore their ambitions and finding ways to support those. Connect college to goals so it's not just a word.

Wisdom from @PalousePathways: Help more students become #collegebound by connecting #highered to their goals. #NACACreads twitter.com/PalousePathway...
PetoskeyHSCounseling
@CnewsPHS

#NACACreads A6 improved college websites that are easy to navigate for students who don’t like to read much on a page but need large buttons to navigate

Wendy Andreen
@AndreenWendy

@NACAC A6 - Community mentors. Our district organizes a program called Collegiate Challenge on each HS campus. Community mentors are paired with 2nd semester juniors to assist with the #college process. #NACACreads

Natalie Gleason
@ntron23

A6 This is personal feedback (not statistically significant) but hopefully still relevant! Community events hosted at local colleges drew me in at a very young age. I was and am extremely proud of how involved @UBuffalo is with its surrounding area! #NACACreads #MyAlmaMater

NACAC
@NACAC

All right! That’s it for tonight’s chat! Thanks for a great discussion. A transcript will be posted soon. #NACACreads

Sarah Cox
SarahSCoxatHome

#NACACreads Thanks @NACAC, @BenCastleman, and the best committee at NACAC. #burntoothercommittees

And please help us out! Provide feedback about #NACACreads and suggest books for future chats using this short survey: https://t.co/pg0UWFGSXs https://t.co/R7YyuUsJAY
On June 11, we’ll be chatting with Dr. Beverly Daniel Tatum (@BDTSpelman), president emerita of Spelman College, about the new edition of her classic book — Why Are All the Black Kids Sitting Together in the Cafeteria? ow.ly/byzG30jgGjP. #NACACreads pic.twitter.com/sS8YHNyJq
NACAC
@NACAC

Have a great night and thanks again to our #NACACreads author @BenCastleman!

Bye everyone!!! Until next time! #NACACreads pic.twitter.com/EgvtuFkbUz

Gil Rogers
@gilrogers

Thanks so much, all! Great chatting! #nacreads

Natalie Gleason
@ntron23

Well that was fun!! Until next time, #NACACreads 🤘

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Thank you @BenCastleman and #NACACreads. This has been super informative