CSUNny program summary and outcomes

Program summary and implementation

- Since F18, approximately 35,000 students have participated in the "CSUNny" Chatbot program.

- CSUNny a) sends text messages ("campaigns") to students; and b) answers basic questions sent by students.

    o Campaigns are either nudges (i.e., reminders) or interactive (i.e., requesting a response). Some are sent to all students, and some are targeted to specific groups.
    o Since implementation, the number of campaigns has increased, and the nature of campaigns has evolved. In Fall 2021, a total of 31 campaigns were sent to students, some general some targeted.
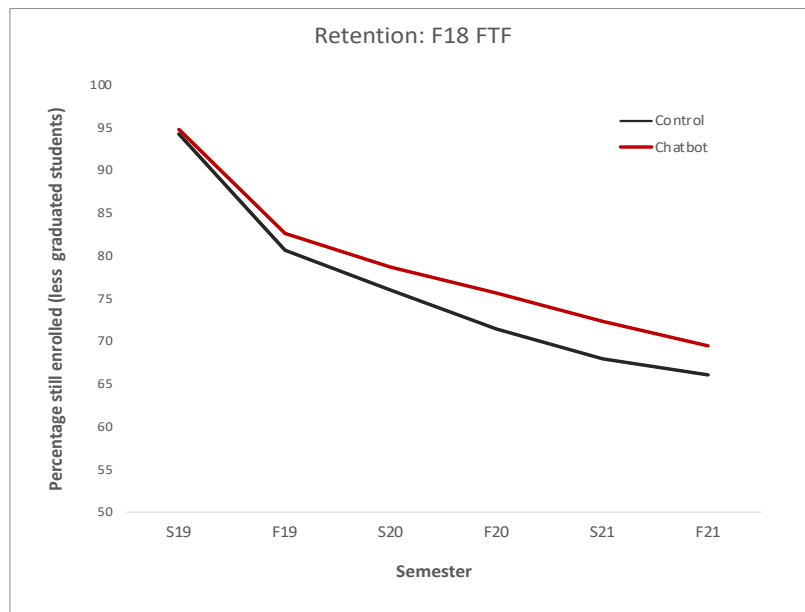
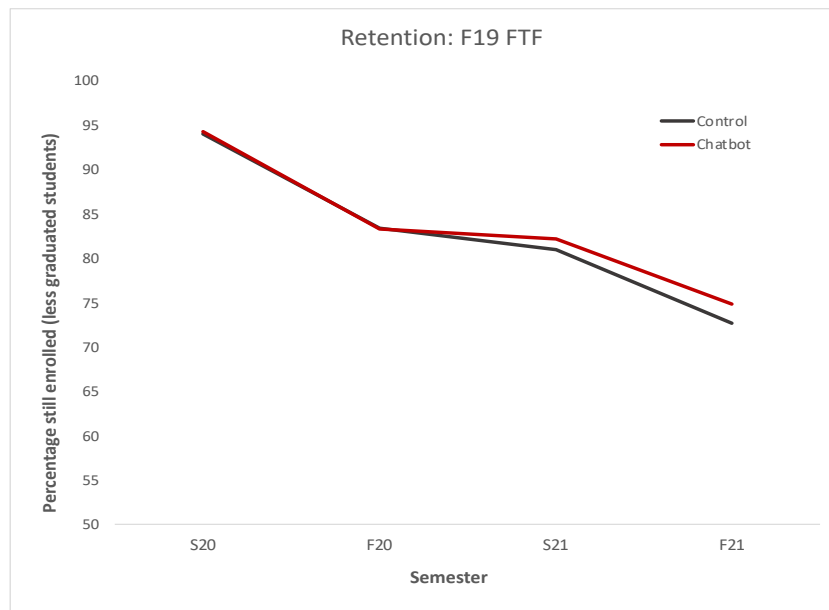| Cohort	FTF	FTT
Fall 2018	Treatment vs. control	None
Fall 2019	Treatment vs. control	All
Fall 2020	All	All
Fall 2021	All	All

At-a-glance: Key findings

"CSUNny" Chatbot participation associated with:
- Increased retention for first-time freshmen (FTF) and transfer students (FTT)
- Increased graduation rates for FTT
- Unit momentum for FTF and FTT and academic success (GPA) for FTT in later semesters
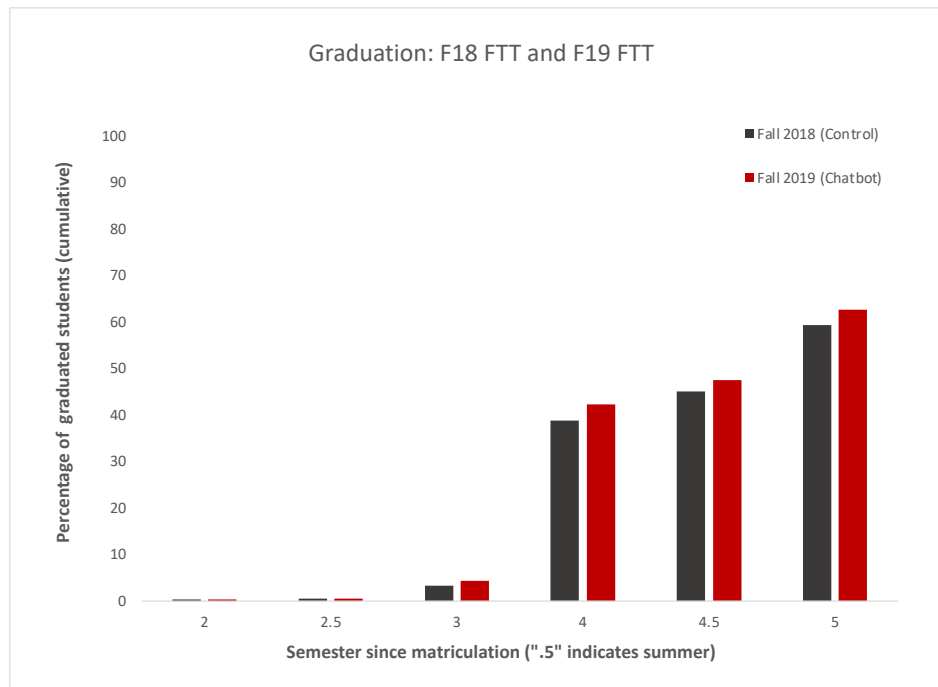
Retention outcomes

- **F18 FTF** in the Chatbot group were significantly more likely to be enrolled F21 semester than their peers in the control group (when controlling for first-semester GPA).

- **F19 FTF** in the Chatbot group were significantly more likely to be enrolled for F21 semester than their peers in the control group (when controlling for first-semester GPA).

- **F19 FTT**, who participated in the Chatbot program, were significantly more likely to be enrolled in fourth semester since matriculation than F18 FTT, who did not participate in the Chatbot program (when controlling for first-semester GPA).

Graduation outcomes

Graduation: F18 FTT and F19 FTT

- Fall 2018 (Control)
- Fall 2019 (Chatbot)

Percentage of graduated students (cumulative)

Semester since matriculation (".5" indicates summer)

- As of F21 semester, 5.61% of **Fall 18 FTF** in the Chatbot group had completed the program and 3.60% of students in the control group had completed the program.

Student success and unit momentum outcomes

- Starting the third semester since matriculation, **F19 FTT** have significantly higher GPAs than F18 FTT

- Starting the second semester since matriculation, **F19 FTT** have completed significantly more units than F18 FTT

- Starting the fifth semester since matriculation (F20), **F18 FTF** in the Chatbot group have completed significantly more units than their peers in the control group.