

# How Can IR Professionals Learn From and Contribute to Student Communication Strategies?

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**CAIR 2020**

Imagine you are a  
student...

●●●○○ Sprint



7:34 AM

100%

[← Messages](#) **(123) 456-7890**

[Details](#)

Urgent: Due to currently failing grades, you are not on track to graduate. Schedule an appointment with your counselor immediately to remedy the situation.

# Communication Matters



**It matters for student success.**

**It matters to make data actionable.**

**It matters for educational equity.**

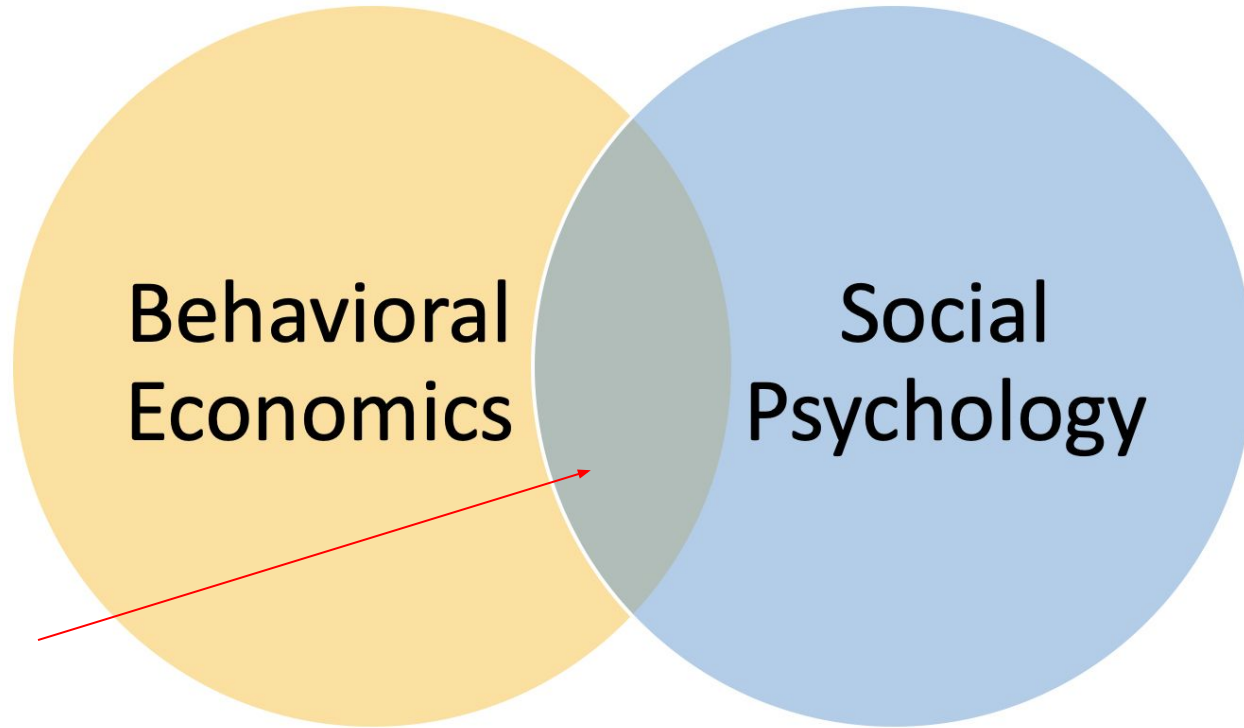


# Goal:

Understand behavioral science

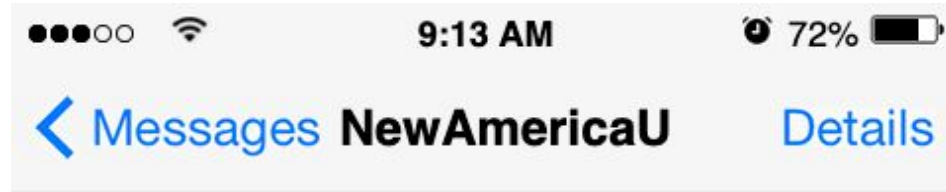
concepts so your data is actionable!

# The science behind communicating



Effective  
& ethical  
message

# A successful message is:



Hi Ale! Finals are coming, but it may not be too late to improve your grades. Tutoring can help! 60% of your peers found sessions at the Tutoring Center helpful. Sign up here [link].



# The work behind the scenes

A photograph of a theater stage with red curtains pulled back, revealing a brightly lit auditorium with rows of seats. The scene is viewed from the stage looking out into the audience.

- Create a diverse team
- Select the right messenger
- Choose the right modality
- Test your message
- Decide when to press send
- Train your end user