



T A C R A O 2 1

*Setting the sun promising another century of success.*

# SEM PRE-CONFERENCE WORKSHOP

## About the Workshop and our Guest...

This workshop will outline and discuss the use of nudge campaigns using behavior economics and data science to reach the right students, at the right time, with the right message. The use of current institutional technology and resources are currently available at institutions. These strategies mimic the likes of Netflix and Amazon to improve enrollment, persistence, and graduation rates. The ROI and yield rates have proven these strategies to be effective and efficient when implemented. Participants will also develop their own campaign to implement at their institutions and ready to launch.

Dr. Michael F. Chavez is a first-generation student and a community college alumnus; he has dedicated his entire career to closing the access and achievement gaps in higher education. He possesses over 20 years of experience in higher education in every capacity (Instruction, Student Services, Administration, Marketing, and Technology). His analytic innovation and creativity strategies increase enrollment, retention, and transfer rates by double digits in his previous position as Vice President of Student Success at Lone Star College.



**Sunday, Nov. 7th  
1:30pm – 4:30pm**

**Only \$50!**

**SIGN UP HERE**

**Dr. Michael F. Chavez  
UT Permian Basin**



## FOR MORE INFORMATION

Troy G. White  
TACRAO SEM Chair  
[tgwhite@etbu.edu](mailto:tgwhite@etbu.edu)  
(903) 923-2065

Or go to...

[www.tacrao.org](http://www.tacrao.org)