

Use of a Daily Text Message to Increase Student Engagement and Retention in an Online Clinical Immunology Course

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Student Engagement

- In education, student engagement refers to the degree of attention, curiosity, interest, optimism, and passion that students show when they are learning or being taught, which extends to the level of motivation they have to learn and progress in their education.



-The Glossary of Education Reform

Student Retention

- A process of ensuring student success of graduation.
-Study.com



Purpose

- Engaging students is difficult!
- Traditional courses
- Online courses

Daily interaction is essential in online courses!



How?

- Voluntary participation
- Free, web-based text messaging program (NextPlus™)
- Question sent M-F at varying times of day
 - Pertained to material being covered at the time
- First correct response received one bonus point
- Instructor informed everyone of correct answer for studying purposes.



Participation

- Spring 2016
 - Six (6) students- 66.7% of total class
- Spring 2017
 - Six (6) students- 85.7% of total class



Course Grade Results

	Participating Students	Non-participating students	Total
Average course grade	94.6%	91.8%	93.6%

Changes for 2017

- Remind
 - www.remind.com
 - Free
 - Easy-to-use
 - Attachments
 - Scheduling



Student Feedback

- “Helpful”
- “This daily challenge has been kind of fun. Helps me too. Thanks!”



Thank You!