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Appendix B:

Text and Email Message Catalogue for Oreopoulos and Petronijevic (2016)

Week 1: Week of September 7, 2015

Friday September 11, 2015

All message frequency groups:

Email Reminder Subject: You of T

Reminder SMS: At the beginning of university, almost every student worries about doing well and fitting in. It's normal to feel this way! But as time goes on, university becomes more familiar and friendly. Can we help with your transition? Text us back and we'll try!

Reminder Email: Hi {first_name},

Congratulations on making it to UofT! It's a great school and we hope you're excited to be here.

In addition to being excited about what's to come, students also sometimes worry about fitting in. It can sometimes feel like everyone else is right at home and that you're the only one feeling anxious. But almost everyone feels this way!

At some point, you will realize that almost everyone comes to university unsure whether they fit in or not. But, as time goes on, you'll learn a lot, get more comfortable in your environment, and forget why you were worried in the first place. You're in this together with your peers, your instructors, and all the other people here who want to help, so reach out to and get to know as many people as you can while you're here!

Speaking of which, can we help? Shoot us an email and we'll do our best.

Keep looking forward and enjoy the journey,

You@UofT Support Team

Week 2: Week of September 14, 2015

Monday September 14, 2015

All message frequency groups:

Academic Reminder:

Email Subject: Study Tips for Going to and Loving Lectures

Reminder SMS: You@UofT Study Tip: Never miss class. A strong relationship exists between attendance and grades so it's worth the effort to get into this habit. Once you get there, try sitting near the front, turning off your phone, and asking questions. Got questions? Worried about something? Text back and we'll help!

Reminder Email: Hi {first_name},

Going to lectures is one of the most important things you can do to ensure your academic success. Most senior students who skipped class when they were in first year regret it. So start off on the right foot and make every effort to attend.

And when you do get to class, try sitting near the front and turning off your phone. Get curious, ask questions to yourself or to your instructor, and have fun learning!

Students who also prepare for class by reading ahead perform even better. If your instructors have told you what they will be covering ahead of time, try taking some time before every lecture to review the material. You can also try talking with your classmates about the best way to prep. Sharing ideas about course material can be a very effective learning tool.

Want to share ideas, questions, or concerns right now? Reply to this email and we'll do our best to help you out!

Keep looking forward and enjoy the journey,

You@UofT Support Team

Wednesday September 16, 2015

2 to 3/3 or more Messages a week groups:

Motivational Reminder:

Email Reminder Subject: Good advice

Reminder SMS: You@UofT Tip: These links [<http://nyti.ms/1KAIf3Q> , <http://nyti.ms/1KAyXF1>] contain awesome advice for first and second year students. If there's something you're struggling with not mentioned in the article, just text us and we'll try to help!

Reminder Email: Hi {first_name},

Check out these links for short but awesome bits of advice from hundreds of upper year students:

<http://nyti.ms/1KAIf3Q>

<http://nyti.ms/1KAyXF1>

<https://www.facebook.com/nytimes/posts/10150634706334999>

Critical thinking and making decisions for yourself are important skills to develop in university. Does any of the advice in the article appeal to you? Maybe you disagree with some of it. Can you explain to yourself why you feel one way or another?

Keep looking forward and enjoy the journey,

You@UofT Support Team

PS. Do you have a concern not covered in the article? Send us a quick email and we'll try to help!

International Students Only (All message frequency international students):

Email Reminder Subject: Not from here? UofT wants to help

Reminder SMS: You@UofT Tip: As an International Student, what do you need help with? UofT offers a multitude of services to make it easier adjusting to life on campus and life in Canada. Text us back if you don't know where to go for English, academic, cultural, or social support.

Reminder Email: Hi {first_name},

As an International Student, you face even more adjustment when you start university. It's normal to feel anxious, but don't worry; you're definitely in the right place! U of T has had enormous numbers of international students successfully complete their degrees.

In fact, these students enjoyed their experiences so much that they decided to give something back by writing their stories about their personal experiences to help future generations. A team of professionals at U of T edited these stories into a short book, which is now available to you!

Check it out here: <https://www.smashwords.com/books/view/570126>. Download the PDF and have a look.

Still anxious or need help finding extra support? Email us back and we'll help!

Keep looking forward and enjoy the journey,

You@UofT Support Team

Friday September 18, 2015

No Message Went Out

Week 3: Week of September 21, 2015

Monday September 21 2015

All message frequency groups:

Email Reminder Subject: Real People, Quick Help

Reminder SMS: You@UofT Real Talk: {first_name}, some students have asked whether they're texting with an artificial intelligence. Not at all! We're a team of real people: senior undergrads, graduate students, and faculty – all ready to help you out! Big or small questions, bring them on. We want to help you have a great year.

Reminder Email: Hi {first_name},

We've got a few questions from students recently over email and text asking us if we're artificial intelligence or whether they are talking to a robot. Let us assure, we're really real people!

When you send us a text or an email, it goes to a team of dedicated senior undergrads, graduate students, and faculty. We always do our best to find answers for you and to help you out quickly.

Next time you're concerned about something, give it a try!

Keep looking forward and enjoy the journey,

You@UofT Support Team

Wednesday September 23 2015

2-3/3 or more frequency groups:

Email Reminder Subject: University Resources

Reminder SMS: You@UofT Resource Tip: {first_name}, the university offers so many incredible resources to help you have a great academic year. What kind of help are you looking for? Text us back or check out our email today for some great links!

Reminder Email: Hi {first_name},

The university offers so many incredible resources to help you have a great academic year. Any time you feel like you need to extra help, don't hesitate to try one of them!

To get you started here are a few links to some great centers that have helped many students in the past. You'll find friendly and qualified staff, who will do their best to help you understand course concepts.

UTM

English Help: <http://www.utm.utoronto.ca/asc/node/38>

Writing Help: <http://www.writing.utoronto.ca/writing-centres>

Economics Help: The Graduate Help Desk started this week (Monday, September 21). In an office on the third floor of the Kaneff Center, there will be a graduate student waiting to help for two hours each day from Monday – Thursday each week. Ask your professors for more info and look out for an official schedule Kaneff.

Math Help: <https://www.utm.utoronto.ca/math-cs-stats/current-students/academic-resources-students> (It's the start of the year, so the schedule isn't finalized yet, but keep checking!)

U of T

Math Help: <https://www.math.toronto.edu/cms/math-aid-centres/>

English Help: <http://www.artsci.utoronto.ca/current/advising/ell>

Writing Help: <http://www.writing.utoronto.ca/writing-centres>

Economics Help:

<https://www.economics.utoronto.ca/index.php/index/undergraduate/load/studyCentre> (It's the start of the year, so the schedule isn't finalized yet, but keep checking!)

UTSC

Math <https://www.utsc.utoronto.ca/mslc/>

English help <http://www.utsc.utoronto.ca/eld/>

Writing Help: <http://www.writing.utoronto.ca/writing-centres>

Keep looking forward and enjoy the journey,

You@UofT Support Team

PS. Still need some help? Let us know.

Friday September 25 2015

3 or more a week frequency groups:

Motivational Reminder:

Email Reminder Subject: What's your secret to success?

Reminder SMS: You@UofT Tip: {first_name}, we hope you're having an awesome time in school so far! We think it's worth 3 minutes of your time to check out this video about keys to success: <http://warmup.utoronto.ca/page/success-secrets>. Which ones stand out to you?

Reminder Email: Hi {first_name},

We hope you're having an awesome time in school so far! Check out this interesting video about some of the keys to success:

<http://warmup.utoronto.ca/page/success-secrets>

If you read (or listen) between the lines, you'll notice how most emphasize enjoying the journey on the way to your destination – whatever that destination or goal may be. You can apply this frame of mind to your studies by being curious and studying with the goal of really understanding the material and satisfying your curiosity.

This approach always beats memorization. If you study to deeply understand, it won't be easy but you'll find a sense of accomplishment and pride along the way, and the good grades will follow!

Keep looking forward and enjoy the journey,

You@UofT Support Team

PS. If you have any questions or concerns so far, just email us back and we'll help you out!

Week 4: Week of September 28, 2015

Tuesday September 29, 2015

All message frequency groups:

Academic Reminder:

Email Subject: The best way to study?

Text SMS: You@UofT Study Tip: {first_name}, keeping up with course work every week is one of the most important things you need to do in university. Students who devote about 3 hours of studying per 1 hour of lecture tend to perform really well. Remember: try to arouse your interest and satisfy your curiosity when you're working. Don't just memorize material - really understand it so that you can discuss others. You'll enjoy the time much more if you do! Got questions? Text us back.

Reminder Email: Hi {first_name},

You've now had a few weeks of university and are probably processing a lot of new information. You may have noticed a faster pace than you had in high school. We all get a little uneasy, and perhaps even overwhelmed, in such a new environment. The good news is that you can make sure you stay on track by following some time-tested strategies from the many generations of students who came before you.

Students who are able to devote about 3 hours of studying per 1 hour of lecture each week tend to do really well. If you're taking a full course load (5 courses), do your best to treat it as a full-time job, studying about 40 hours per week. There's no doubt university is hard work, but approaching it with this kind of organization can have a huge payoff. Not only will you be keeping up, but you'll feel a huge sense of accomplishment and emotional satisfaction.

Remember: arouse your interest and take the time to build a foundation of knowledge. Focus on understanding and learning and the grades will come. Be curious, ask yourself questions, and see if you can explain course concepts clearly. You'll enjoy the process and get much more out of it and won't need to cram when exams come around.

Keep looking forward and enjoy the journey,

You@UofT Support Team

PS. Got questions or concerns? Let's figure them out right away. Email us back.

Thursday October 1, 2015

2 to 3/3 or more Messages a week groups:

Motivational Reminder:

Email Reminder Subject: A Mindset for Success

Reminder SMS: You@UofT Mindset Tip: Good morning, {first_name}! We'd love for you to learn more about the types of mindsets that lead to success. Way too many students think people either have it or they don't. We now have the science to prove that isn't true. With patience and persistence, anyone can learn. Check out our email or this video about why, when it comes to success, attitude matters far more than talent: <http://warmup.utoronto.ca/page/mindsets>. Questions? Text us back!

Email Reminder: Good morning {first_name}!

Way too many students think that, when it comes to success in school, a job, a game, or a sport, "people either have it or they don't." We now have the science to prove that isn't true!

Much of success in any field can be explained by how a person mentally approaches a challenge. People with a growth mindset believe their abilities can always be improved through dedication and hard work. They see challenges and failures as opportunities to learn, grow, and become better than they were yesterday. People with a fixed mindset believe their talent can never change and, as a result, find challenges scary because they think failing would reveal their lack of talent.

Working hard to shift from the fixed mindset to the growth mindset can make a huge difference.

Watch this video 10-minute video during your study break to learn how a growth mindset helps create a love of learning and an appreciation for the need – that’s right, *need* – to suffer setbacks in order to accomplish great things.

<http://warmup.utoronto.ca/page/mindsets>

Notice all of the examples where mindsets are important, and remember that you can always change yours. Try being aware of and adjusting your mindset when you face your next challenge.

Keep looking forward and enjoy the journey,

You@UofT Support Team

Have a question or concern? Send us an email.

Friday October 2, 2015

3 or more Messages a week group:

Work-Life Balance Reminder:

Email Reminder Subject: Checking in with Yourself

Reminder SMS: You@UofT Work-Life Balance Reminder: {first_name}, in your busy world, take time to relax, feel grateful, and do things you enjoy, like reading (for pleasure), going for walks, watching a movie, or working out. This isn’t you taking a break from your work; this is you taking care of yourself so that you can later be more productive!

Reminder Email: Hi {first_name},

Have you given some time to yourself this week to do things you enjoy and to feel grateful?

Treat yourself well by making time to do things you enjoy, like reading (for pleasure), going for walks, watching a movie, or working out. This isn’t you taking a break from your work; this is you taking care of yourself so that you can be more productive at work!

Keep looking forward and enjoy the journey,

You@UofT Support Team

Week 5: Week of October 5, 2015

Tuesday October 6, 2015 (11:15am)

All message frequency groups:

Academic Reminder:

Email Reminder Subject: Planning for Success

Reminder SMS: You@UofT Planning Tip: Hey {first_name}! The schedule of a university student can feel hectic sometimes, but making a detailed schedule for yourself can be a wonderful way to reduce stress and avoid feeling rushed. Check out our email reminder this week for a suggestion on how to plan for your success! Still feeling stuck? Text us back and tell us what the problem is. We'll do our best to help you out!

Email Reminder: Hi {first_name},

To be successful, it is important to plan when you will prepare for tests and complete your assignments. Your schedule will feel much less stressful if you book specific times for specific tasks.

Here is what we recommend: Look at your course syllabi and write down all of your important deadlines on a calendar. For each week, come up with a list of tasks that you'll need to do in order to successfully complete your assignments and prepare for your exams. Assign these tasks across the different days in the week. You might even try assigning tasks to particular times of the day.

You'll save a tonne of mental energy each day if you make a plan ahead of time! Instead of waking up and saying, "What will I do today?" you'll be able to wake up and start making progress right away. With progress comes a sense of accomplishment, and with that comes more progress!

And remember: deviations from the plan are OK. Unexpected things always happen, and when they do, all you'll need to do is restructure your schedule slightly, moving the uncompleted tasks to a slot where you have some free time.

Keep looking forward and enjoy the journey,

You@UofT Support Team

PS. Still feeling stuck? Email us back and tell us what the problem is. We'll do our best to help.

Thursday October 9, 2015 (11:15 am)

2 to 3/3 or more Messages a week groups:

Motivational Reminder:

Email Reminder Subject: Learning comes from mistakes

Reminder SMS: You@UofT Inspiration: "If you live long enough, you'll have setbacks. But if you learn from them, you'll be a better person. It's how you handle adversity, not how it affects you. The main thing is never quit, never quit, never quit" (William J. Clinton).

<http://warmup.utoronto.ca/page/success-after-setbacks>

Reminder Email: Hi {first_name},

"Life is a series of experiences, each one of which makes us bigger, even though sometimes it is hard to realize this. For the world was built to develop character, and we must learn that the setbacks and grieves which we endure help us in our marching onward" -- Henry Ford.

Some of the most successful people in recent history suffered huge failures when they were first starting on their journeys. To see who, check out this short video:

<http://warmup.utoronto.ca/page/success-after-setbacks>

Remember that learning is not possible without failure along the way. We all fail sometimes, but there are lessons to be learned from these experiences. When you get a disappointing outcome, write down at least one thing you could do differently next time. If you do, you're already closer to succeeding than you were before.

Do you have any specific questions? Let's figure them out. Email us back.

Keep looking forward and enjoy the journey,

You@UofT Support Team

Week 6: Week of October 12, 2015

Monday October 12, 2015 (9:15 am)

All groups:

Motivational Reminder:

Email Subject: What are you thankful for?

Reminder SMS: You@UofT inspiration: "It is not happy people who are thankful, but thankful people who are happy" What are you thankful for? Text us back to let us know! Or tell us if you have any questions.

Reminder Email: Hi {first_name},

"It is not happy people who are thankful, but thankful people who are happy"

Check out this article for the science of being thankful and three other behaviours that can make you happier:

<http://www.businessinsider.com/a-neuroscience-researcher-reveals-4-rituals-that-will-make-you-a-happier-person-2015-9>

Here's their summary:

- Ask “What am I thankful for?” No answers? Doesn’t matter. Just searching helps.
- Label those negative emotions. Give it a name and your brain isn’t so bothered by it.
- Decide. Go for “good enough” instead of “best decision ever made on Earth.”
- Hugs, hugs, hugs.

So, what are you thankful for today?

Keep looking forward and enjoy the journey,

You@UofT Support Team

Wednesday October 14, 2015 (9:15 am)

All message groups:

Academic Reminder:

Email Subject: Not stressing out about stress

Text SMS: You@UofT Stress Tip: Hi {first_name}, you're now in the middle of the term. If you're feeling stressed, that's normal. A little stress can actually be helpful in staying motivated and focused. Too much can get in the way. The best trick you have to handle stress is time management - keep a schedule and try to stick to it. We've just emailed you a list of UofT services to help you tackle stress. There's also the 24/7/365 www.Good2Talk.ca hotline you can use to speak with someone anytime (1.866.925.54.54). Or text us back and we'll try to help. Keep looking forward and enjoy the journey!

Reminder Email: Hi {first_name},

"There's a lot of stress out there, and to handle it, you just need to believe in yourself; always go back to the person that you know you are, and don't let anybody tell you any different, because everyone's special and everyone's awesome." -- McKayla Maroney

With midterms and assignments piling up, feeling stressed is normal. A little stress can actually be helpful in staying motivated and focused. Too much can get in the way of learning. If you think you're feeling stressed to the point where it's impacting your learning, the university offers excellent resources you can use to learn how to better manage stress. Check out the links below and give the services a try if you think they might help!

UTM: <http://www.utm.utoronto.ca/health/our-services/support-groups/stress-busters>

<http://life.utoronto.ca/stories/coping-with-stress/>

UTSC: http://www.utsc.utoronto.ca/~wellness/counselling_stress.html

<http://life.utoronto.ca/stories/coping-with-stress/>

U of T: <https://www.studentlife.utoronto.ca/asc/stress-management>

<http://life.utoronto.ca/stories/coping-with-stress/>

There's also the 24/7/365 www.Good2Talk.ca hotline you can use to speak with someone anytime (1.866.925.54.54).

Keep looking forward and enjoy the journey,

You@UofT Support Team

Still have questions? Let's figure it out. Email us back.

Friday October 16, 2015 (1:15 pm)

2-3 or 3 more message groups:

Email Reminder Subject: Get Your Grit On

Reminder SMS: You@UofT Tip: Get your grit on! Grit is sticking with your future day in, day out and not just for the week, not just for the month, but for years, knowing that setbacks will occur and progress is slow. We think you'll like this short video on the importance of this trait and how to develop it:

<http://warmup.utoronto.ca/page/grit> How are you staying committed to your goals? Shoot us a text if you have any questions or need some advice!

Reminder Email: Hi {first_name},

Social-psychologists are making fascinating new discoveries about the personality traits that are important for achieving success. Staying committed to goals over a long period is a trait many successful individuals share.

It's so important, it has even been given a special name: grit. Grit is sticking with your future day in, day out and not just for the week, not just for the month, but for years, knowing that setbacks will occur and progress is slow.

And, guess what? You can be one of these gritty individuals. Take a look at this short video on the power of long-term persistence:

<http://warmup.utoronto.ca/page/grit>

How are you staying committed to you goals?

If you have a question about how do this, send it our way.

Keep looking forward and enjoy the journey,

You@UofT Support Team

Week 7: Week of October 19, 2015

Monday October 19, 2015 (11:15am)

<http://www.utpt.c-ut.ca/> link only goes to ST. George

2-3/3 or more group

Email Reminder Subject: Be your own best tutor

Reminder SMS: You@UofT Tutoring Tip: You can be your own best tutor by asking yourself lots of questions and seeing how well you can explain or write down concepts discussed in class. After trying, if you realize you still don't quite understand, get help right away! There's a lot of free tutoring help available through UofT's help desks, peer tutors (<http://www.utpt.c-ut.ca/>), your TAs, and your instructors. Don't be shy! Many times no one shows up to office hours, even though these people really do want to help. As always, let us know how we can help too!

Email Reminder: Hi {first_name},

You can be your own best tutor by asking yourself lots of questions and seeing how well you can explain or write down concepts discussed in class. Try explaining to friends, or even your mother!

Don't stop trying to understand until you feel you can explain the material to others. You will likely know when you've reached this point. You'll feel confident, proud, and will have really gained knowledge in the process.

Remember that course material is cumulative, so when you're unsure about something, solve the problem as soon as possible by going to visit one of UofT's help desks, peer tutors (<http://www.utpt.c-ut.ca/>), your TA, or your instructor. Try making it a weekly routine to go over course material, prepare questions, and visit these places to eliminate remaining confusion. If you can't make it to the scheduled hours, feel free to email your instructors to set up an appointment. Your professors are here to help you, and really appreciate getting to know their students outside of the lecture room!

This is also a great way to start building relationships with your professors. You never know where this could lead one day. You might get a great reference for a job or for graduate school, or you might even end up working as a TA before you graduate!

Keep looking forward and enjoy the journey,

You@UofT Support Team

PS. Got a question? Send us an email!

Thursday October 22, 2015 (11:15am)

All message frequency groups:

Email Reminder Subject: Ask us!

Reminder SMS: You@UofT Support: Good morning {first_name}! What's on your mind? We've received hundreds of questions since the start of school, ranging from where to find a microwave on campus to how to cope with anxiety. We are a dedicated team of undergrads, grads, and faculty who want to support your UofT experience, so text us back whenever, about whatever and we'll try our best to help. Keep looking forward and have an awesome day.

Email Reminder: Hi {first_name},

We are a dedicated team of UofT undergrads, grads, and faculty who want to support your university experience, so text us back whenever, about whatever and we'll try our best to help.

Already we've received hundreds of questions, ranging from microwaves on campus, building locations, finding friends, time management, tutors, writing assistance, and anxiety. We're like your cheerleader, coach, and advisor, all rolled into one. Reach out to us whenever you need.

Keep looking forward and have an awesome day!

You@UofT Support Team

Friday October 21, 2015 (11:15am)

2 to 3/3 or more Messages a week groups:

Email Reminder Subject: A Positive Perspective on Mistakes

Reminder SMS: You@UofT Mindset Quote: "Show me someone who has never failed and I will show you someone who has never tried." Sometimes we face difficult circumstances and make mistakes. Here's a great short video about how to effectively deal with these situations, from the perspective of one of the most successful people in recent history: <http://warmup.utoronto.ca/page/no-mistakes> . Send us a text if you'd like to chat some more!

Reminder Email: Hi {first_name},

"Show me someone who has never failed and I will show you someone who has never tried."

Sometimes we face difficult circumstances and make mistakes. Here's a great short video about how to effectively deal with these situations, from the perspective of one of the most successful people in recent history:

<http://warmup.utoronto.ca/page/no-mistakes>

Do you think you could better deal with some of the challenges you're currently facing if you adopt a similar perspective?

Keep looking forward and enjoy the journey,

You@UofT Support Team

Week 8: Week of October 26, 2015

Monday October 26, 2015 (9:15am)

Academic Reminder

All Groups

Email Reminder Subject: Take notes AFTER the lecture

Reminder SMS: You@UofT Lecture Notes Tip: Hi {first_name}, scheduling even a little time after your lectures to review, organize, and re-write your notes is a great way to stay on top of things. Students who do build a stronger understanding and need to cram less for exams. Need more help with time-management? Want some specific note-taking (or rewriting) tips? Just ask us.

Reminder Email: Hi {first_name},

Students who review their notes soon after a lecture tend to build a stronger understanding of course material and need to cram less for tests and exams. Try to schedule time after your lectures to review and, if necessary, re-write your notes.

Make sure your notes are neat and even consider using different colours to distinguish and organize important concepts. Reviewing with a group of peers can also be very beneficial, as you'll fill in the gaps for each other.

Email us if you have any questions on how to effectively manage your time or maintain your lecture notes. We'll do our best to help!

Keep looking forward and enjoy the journey,

You@UofT Support Team

Wednesday October 28, 2015 (11:15am)

Motivation Reminder

2 to 3 / 3 or more groups:

Internationals:

Reminder SMS: You@UofT Tip: We've received many questions about ways to make new friends at UofT. It's normal for students to feel isolated with their first time in a new environment. If you feel this way, please don't worry. UofT is bigger than almost any other university in the world! With time and

patience you will find your groove. Even if you don't have time now because you're busy with deadlines, there will be plenty of time next semester to try out a club (<https://ulife.utoronto.ca/>), get in on some pick-up sports at the gym, or just grab a coffee with classmates. Need more help or want to talk? Text us back and we'll try to help!

Non-Internationals:

Reminder SMS: You@UofT Tip: UofT is bigger than almost any other university in the world! It's filled with diverse, amazing people! Try to meet new people and take advantage of all the university offers. You might try joining a club (<https://ulife.utoronto.ca/>), getting in on some pick-up sports at the gym, or just grabbing a coffee with classmates. If you're really busy now with deadlines, don't worry; there will be plenty of time in second semester. Need help or want to talk? Text us back and we'll try to help!

Internationals:

Email Reminder Subject: Friends @ UofT

Reminder Email:

Hi {first_name},

We've received many questions on ways to make new friends at UofT. Students might feel isolated from being in a new environment for the first time. It's normal to feel intimidated trying to get to know others for the first time, but please don't worry. With time and patience, all students find their groove and you will too!

Here are some tips on how to speed up the transition:

Have you thought about joining a club? Here is your one-stop website for the clubs and groups all three of UofT's campuses offer: <https://ulife.utoronto.ca/>. No matter what you're interested in, chances are there's a club for that. Even in the middle of the semester, you can still drop by one or two times and introduce yourself.

What about joining in on some pick-up games at the gym? Stop by the gym or visit their website to see what the pick-up schedules look like for the week. They offer tonnes of sports, so you'll probably find something you like!

Lastly, you could also just try asking some of your classmates if they'd like to continue the conversation after class over a cup of coffee. Chances are they are just as nervous as you and will appreciate the opportunity.

If you're too busy with deadlines now, don't worry; there will be plenty of time to try some of these things next semester.

Let us know if we can help with anything else.

Keep looking forward and enjoy the journey,

You@UofT Support Team

Non-Internationals:

Email Reminder Subject: Exploring all of UofT

Reminder Email:

Hi {first_name},

UofT is bigger than almost any other university in the world! It's filled with diverse, amazing people! Try to meet new people and take advantage of all the opportunities U of T offers.

For example, have you thought about joining a club? Here is your one-stop website for the clubs and groups all three of UofT's campuses offer: <https://ulife.utoronto.ca/>. No matter what you're interested in, chances are there's a club for that. Even in the middle of the semester, you can still drop by one or two times and introduce yourself.

What about joining in on some pick-up games at the gym? Stop by the gym or visit their website to see what the pick-up schedules look like for the week. They offer tonnes of sports, so you'll probably find something you like!

Lastly, you could also just try asking some of your classmates if they'd like to continue the conversation after class over a cup of coffee.

Let us know if we can help with anything else.

Keep looking forward and enjoy the journey,

You@UofT Support Team

Friday October 30, 2015 (9:15am)

Motivation Reminder

2 to 3 / 3 or more groups:

Email Reminder Subject: Expect great things from yourself

Reminder SMS: Happy Friday {first_name}! Keep being awesome and enjoy the day.

Reminder Email:

Hi {first_name},

The expectations we set for ourselves so often help define what we are able to accomplish.

Michael Jordan once said, "You must expect great things of yourself before you can do them."

More than two thousand years before him, Confucius said, "He who says he can and he who says he can't are both usually right."

Try developing your own expectations by making it a daily routine to think about your goals and the strategies you'll use to achieve them.

Don't worry if everything hasn't gone how you would have liked so far. Some disappointing assignments or tests may not be worth that much of your grade, especially in full-year courses. Learn from your mistakes, focus on what is ahead, set expectations for yourself, and do your best to follow through!

Keep looking forward and enjoy the journey,

You@UofT Support Team

Week 9: Week of November 2, 2015

Monday November 2, 2015 (4:15pm)

Academic Reminder

All Groups

Email Reminder Subject: Writing Well

Reminder SMS: You@UofT Writing Tip: Writing is hard work, takes practice and patience. It can also be a lot of fun because it gives you an opportunity to express your thoughts and ideas. Read what you write out loud, then edit. Always get feedback from friends, family, or professionals. If you don't know where to go for professional feedback, write back! Or let us know if you have any other questions.

Reminder Email:

Hi {first_name},

Many university students doubt their writing skills and, as a result, get stressed out about writing assignments. But even the best writers of all time know that good writing is not easy. Consider what the legendary writer Ernest Hemingway said: "Easy writing makes hard reading."

Developing your writing skills takes time, effort, and persistence. But it's worth the investment, as being able to effectively communicate your ideas will work to serve you well throughout university and in your career.

If you're looking for a way to start improving your writing skills or to have someone edit your work, take a look at all of the writing services by the university:

<http://www.utm.utoronto.ca/asc/undergraduate-students/skills-and-writing-workshops>

<http://www.writing.utoronto.ca/writing-centres>

<http://www.writing.utoronto.ca/writing-centres/arts-and-science>

<http://www.writing.utoronto.ca/writing-centres>

<http://www.utsc.utoronto.ca/twc/>

<http://www.writing.utoronto.ca/writing-centres>

You can make an appointment at any time with one of the writing centers. If you have an assignment worth a large part of your grade, try to get feedback early, edit and then get feedback again. In general, try to always reread your work and reedit until you are proud to share, and always get others to reread and provide feedback.

If you're worried about properly citing your work, you can learn more about the different citation styles at the UTM library: <http://library.utm.utoronto.ca/research/citation>

Keep looking forward and enjoy the journey,

You@UofT Support Team

Friday (11:15am)

2 to 3 / 3 or more groups:

Academic Reminder:

Email Reminder Subject: Practice Problems

Reminder SMS: You@UofT Tip: Going over previous test questions or practice problems is one of the most useful ways to study, but only when you look at the solutions *after* you've written down your own answer, with the aim of deeply understanding where you were correct or incorrect. Students who just memorize solutions leave themselves vulnerable to small variations to questions on tests. Take the time to understand and you'll do much better in the long run! Got questions? Reply to this text.

Reminder Email: Hi {first_name},

Do your professors provide you with answers to past test questions or practice problems?

You'll get far more out of them if you study the material first and try the problem *before* looking at the solutions. When you're doing practice problems, try not to look at the solutions until you've written down an answer; then look at the solution with the aim of deeply understanding exactly where you were correct or incorrect. Attempt the same problem again a few hours or days later with the aim of improving your knowledge.

If you're studying using past exams that don't have solutions, collaborative study with peers can be an excellent way to develop a deep understanding of course material. But remember: don't just aim to use

the group to get an answer that you can memorize; instead, aim to understand why the answer is what it is.

Students who just memorize leave themselves vulnerable to small variations to questions during tests or exams. Don't make this mistake. Taking the time to understand deeply is a far more effective strategy.

Keep looking forward and enjoy the journey,

You@UofT Support Team

PS. Want to chat about more about the best ways to use practice problems? Email us your questions.

Wednesday 2015 (11:15am)

2 to 3 / 3 or more groups:

Email Reminder Subject: 6 quick ways to destress

Reminder SMS: You@UofT Tip: To quickly reduce stress, try these 6 things: (1) Listen to classical music (2) Go for a quick walk (3) Read for fun (4) Close your eyes and breathe deeply for 10 minutes (5) Consciously tense and relax your muscles, from head to toe (6) Understand that a little stress can be helpful. Click <http://www.upworthy.com/6-scientifically-proven-ways-to-have-a-better-day> for more details, or text us back.

Reminder Email:

Hi {first_name},

Here are 6 suggestions to quickly deal with stress and move on to a better day:

1) Breathe deeply

You can trick your body into calming down by breathing more deeply and slowly. Fill your lungs as much as you can, while still being comfortable, and push your stomach out to the count of five...and then let your breath escape slowly back out, again to the count of five. Try closing your eyes too.

2) Tense, and relax. Consciously tense your muscles for a few seconds, then totally relax them. Go through each area of your body, from head to toe. Try this when going to sleep.

3) Listen to classical music

Try listening to classical music while you study, or go about your day. Music by Bach or from the Baroque period is particularly relaxing to listen to.

4) Go for a quick walk

If you can't get out to exercise, even a brisk 15 minute walk will help clear the head and provide a productive break. Try doing this in a green space like a park.

5) Read fiction

Reading is a great way to relax your mind and body. Grabbing a book for fun, curling up in a comfy chair, and giving your mind a quick distraction from whatever's got you feeling tense can really help. Try reading for fun as a study break or just before you go to bed.

6) Make friends with stress

A little stress can actually be helpful in getting through tough tasks. Just knowing this can provide reassurance and help students feel more confident and less anxious.

These tips come from this link: <http://www.upworthy.com/6-scientificallly-proven-ways-to-have-a-better-day>.

Keep looking forward and enjoy the journey,

You@UofT Support Team

Week 10: Week of November 9, 2015

Monday November 10, 2015 (to all)

Email Reminder Subject: Some Inspiration for Monday Morning

Reminder SMS: You@UofT Inspiration: "Just believe in yourself. Even if you don't, pretend you do and, at some point, you will." -- Venus Williams, 7-time Grand Slam Champion and Former World Number 1 Ranked Tennis Player.

Reminder Email:

Hi {first_name},

"You don't set out to build a wall. You don't say, I'm going to build the biggest, baddest, greatest wall that's ever been built. You don't start there. You say, I'm going to lay this brick as perfectly as a brick can be laid. You do that every single day. And soon you have a wall." — Will Smith

It's easy to sometimes get overwhelmed at the thought of getting through the semester. But try not to look at it as one big, difficult task. Instead, stay calm and stay on track by setting yourself a plan and proceeding in small steps. By completing all of the small steps, you'll eventually get to where you want to be!

Let us know how we can help.

Keep looking forward and enjoy the journey,

You@UofT Support Team

Tuesday November 10, 2015 (11:15am) (to all)

Email Reminder Subject: Exam prep tips

Reminder SMS: You@UofT Exam Tips: With exams approaching, remember two things: 1) time-management is your best friend. Write down when all your exams are, what you need to do to feel good about your knowledge going into the exams, and when you're going to do these things. 2), get a hold of all past exams and study until you can ace them. Start here: <https://exams-library-utoronto-ca.myaccess.library.utoronto.ca/?source=students> . Can we help you more? Text us back and have a super week!

Reminder Email:

Hi {first_name},

Exams are coming up soon and we thought we'd share a couple of tips with you for exam prep.

When it comes to exams, remember two things: First, time-management is your best friend. Write down when all your exams are, what you need to do to feel good about your knowledge going into the exams, and when (mark off specific days and times!) you're going to do these things. Then do your best at sticking to your plan but understand that sometimes unexpected things happen. If they do, look for how you can make little adjustments to still get all the preparation done.

Second, check out the exam repository here: <https://exams-library-utoronto-ca.myaccess.library.utoronto.ca/?source=students> . You will have to sign in with your UTORID and password. As part of your prep try doing all of the previous exams for your classes, especially if the past exams you find are with the same instructor.

This is a great way to simulate the experience of a real exam and to understand what is required. Remember: try the questions *before* you look at the solutions. Then look at the solutions to deeply understand where you were right or wrong. If no solutions available, work with TAs, the instructor, or other students to make sure you understand concepts.

Happy studying! Let us know if you have questions.

Keep looking forward and enjoy the journey,

You@UofT Support Team

Thursday November 11, 2015 (4:15pm)

2 or more

Email Reminder Subject: Read this email later

Reminder SMS: You@UofT Tip: Procrastinate to learn how not to procrastinate by watching this short video now: <http://warmup.utoronto.ca/page/procrastination> Then let us know if you have any questions. Then, get back to work! ;-)

Reminder Email:

Hi {first_name},

Avoid procrastinating while you prepare for exams.

Check out this short video and discover science-based approaches for helping overcome the problem and achieving your long-term goals:

<http://warmup.utoronto.ca/page/procrastination>

Now that you've procrastinated to learn how to stop procrastinating, get back to work! ;-)

Keep looking forward and enjoy the journey,

You@UofT Support Team

Friday November 13, 2015 (11:15am)

(only those who said 3+)

Email Reminder Subject: The right perspective on events

Reminder SMS: You@UofT Motivation: "There is nothing either good or bad but thinking makes it so." – William Shakespeare. It often just takes a shift in perspective to see a challenge as an opportunity to improve. Try to always look for these opportunities!

Reminder Email:

Hi {first_name},

When failures, setbacks, or challenges arise, our first reaction is usually to think of these as bad events and to wish they didn't happen. But, very often, it just takes a shift in perspective to see them as opportunities to learn something and improve.

Consider what William Shakespeare said on the subject: "There is nothing either good or bad but thinking makes it so."

It's no coincidence that most successful people today feel the same way. So the next time you catch yourself wishing something didn't happen, try instead to think of how you can learn and benefit from the experience. You'll take one step closer to your goals if you do!

Keep looking forward and enjoy the journey,

You@UofT Support Team

Week 11: Week of November 16, 2015

Monday November 16, 2015 1:15PM

All message frequency groups:

Hi {first_name}, we hope you're doing very well. It's mid-November and school is getting a little hectic for everyone. If there's anything you need, (such as motivation, advice, laughs, where to go for help) let us know and we'll see what we can do. Be nice to yourself, and to others, and have a great week!

You@UofT Support Team.

Email Reminder Subject: Need a good laugh?

Happy Monday {first_name},

It's great to take time out from your hectic schedule to remind yourself what you're thankful for and to share a good laugh.

Here's a 2 minute video we think you'll smile at: <http://warmup.utoronto.ca/page/parkour>

Did you laugh? Do you have any jokes to share? Let us know, and have a great week.

Keep looking forward and enjoy the journey,

You@UofT Support Team

Wednesday November 18, 2015 4:15PM

All message frequency groups:

Email Reminder Subject: Using Google to Help Study

Reminder SMS: You@UofT Study Tip: If you don't clearly understand a concept taught in class, try to 'Google it' and see if another person's notes or video might help. Getting multiple perspectives about a topic, such as from the Internet, your TA, classmates, textbooks, and even yourself, is a great way to learn.

Hi {first_name},

If you don't clearly understand a concept taught in class, try to 'Google it' and see if another person's notes or video might help. There are some great resources available online. Some are not-so-great, so you may have to browse around.

We all have different learning styles. Sometimes the way an instructor teaches doesn't work for us. We can therefore benefit from getting other perspectives. This includes getting instruction from browsing the Internet, but also from talking to classmates, your TA, and going to your instructor's office hours for

clarification. You can also see if you can teach yourself by writing down what you understand, and realizing what needs clarification.

Try it out and let us know how it goes or if you have any study tips for us!

Keep looking forward and enjoy the journey,

You@UofT Support Team

Friday November 20, 2015: 11:15

2-3 or more Messages a week group:

Email Reminder Subject:

Reminder SMS: You@UofT Tip: When studying, don't think about your grades, past or future. Focus instead on wanting to learn and understanding the material. If you do this, studying will be more enjoyable and interesting. Good grades are a side-effect of intellectual curiosity.

Hi {first_name},

When studying, don't think about your your past mistakes or success. Don't think about studying to get a good grade. Think instead about wanting to learn how the world works. If you focus on a desire to develop a perspective on life and on understanding other people's perspectives, studying will become more enjoyable and interesting.

Be proud of your work, be interested in understanding the world, and be aware of multiple points of view. Good grades are a side-effect of this intellectual curiosity.

Keep looking forward and enjoy the journey,
You@UofT Support Team

Week 12: Week of November 23, 2015

Tuesday November 23, 2015 (9:15am)

Academic Reminder

All Groups

Email Reminder Subject:

Reminder SMS: You@UofT Question: {first_name}, what advice would you give yourself? Rather than send you words of wisdom this week, we think you should create some for yourself. Remind yourself of how awesome you are, how long the journey ahead of you is, and that learning sometimes requires making mistakes. What words would help you stay positive and focused? Write them down or text us back!

Reminder Email:

Hi {first_name},

Think back to when you first did the You@UofT Exercise and wrote down your goals. After learning all that you have this school year, what advice would you give yourself for how to stay on track during the last push in this semester?

Remind yourself of how great you are, how long the road ahead of you is, and that learning sometimes requires making mistakes. What words would help motivate you for exams and help you stay positive?

If certain obstacles keep getting in the way, how could you try to avoid them? Commit to making at least one change in your daily behaviour that will help you stay on track.

Email us back to let us know your advice! We'll try to share it (anonymously) so that everyone can benefit.

Keep looking forward and enjoy the journey,

You@UofT Support Team

Thursday 2015 (9:15am)

2 to 3/3 or more Messages a week groups:

Email Reminder Subject: Go to office hours...you'll be glad you did

Reminder SMS: You@UofT Tip: Don't be shy to attend office hours as you're reviewing for exams. It can sometimes be the best way to clear up issues and develop a deep understanding. Remember: your professors and TAs are here to help *you*, so take advantage! You'll be glad you did. Also, feel free to contact us as well and let us know how you're doing.

Reminder Email:

Hi {first_name},

As you're closing the semester and preparing for exams, don't be shy to attend office hours. Talking to your professors one-on-one or even listening to group conversations they have with other students is sometimes the best way to clear up issues and really understand the material.

Remember: your professors want to see you do well and want to help you! Take advantage and see them in office hours. When the semester is over and you get your grades back, you'll be glad you did.

Keep looking forward and enjoy the journey,

You@UofT Support Team

PS. Stuck? Confused? Got questions? Send us an email.

Friday (11:15am)

2 to 3 / 3 or more groups:

Academic Reminder:

Email Reminder Subject:

FOR ST. GEORGE AND UTSC:

Reminder SMS: You@UofT Tip: Here is a super helpful website about successfully going through exams: <https://www.studentlife.utoronto.ca/asc/exam-preparation#node-969> . It has tips on how to prepare for multiple choice and essay questions, how to manage your time, how to deal with anxiety. It also provides a “midterm” library with past test materials, and information about “exam-jam” study sessions. Text us back or check out our email today if you have more questions or want more tips!

FOR UTM:

You@UofT Tip: Here is a super helpful website about successfully going through exams: <https://www.studentlife.utoronto.ca/asc/exam-preparation#node-969> . It has tips on how to prepare for multiple choice and essay questions, how to manage your time, and how to deal with anxiety. It also provides a “midterm” library with past test materials. Check out this website for information about “exam-jam” sessions: <http://www.utm.utoronto.ca/health/health-promotion/exam-jam>. Text us back or check out our email today if you have more questions or want more tips!

Reminder Email:

Hi {first_name},

A great exam-study strategy involves constructing study notes for each exam. You’ve covered a lot of information in each of your courses; and between textbooks, lecture notes, and problem sets, you often won’t be able to find all of the information in one place.

Start with your lecture notes. Make study notes by summarizing the lecture notes so that you can clearly understand the main concepts being covered in each lecture. Feel free to color-code and organize your notes in a way that makes sense to you.

If you do not quite understand something, look up the relevant topic in your textbook or in a problem set where you have an answer written down that might help. Incorporate this new information into your study notes. Keep going until you’ve covered all of the topics you will be responsible for on the exam. At this point, you will have a set of study notes that will help you make quick reference to concepts throughout your study.

Now go over past exams and practice problems. Try working through these using just your study notes. This is a great way to identify concepts you may have missed incorporating into your notes. You *should* be struggling through the questions at first; for some of the material, it has been almost 3 months since

you've covered it. Your goal should be to eventually answer all of the practice problems without making reference to your notes. Keep working hard and you'll get there!

And keep looking forward and enjoy the journey,

You@UofT Support Team

PS. Email us back if you have questions or concerns about how to best prepare. We'll help you out!

Week 13: Week of November 30, 2015

Monday November 30, 2015 (9:15am)

All Groups

Email Reminder Subject: It'll all work out

Reminder SMS: You@UofT Exam Tip 1: The best thing you can do in preparing for exams is to focus on what is in your control. Don't think about grades. Instead, focus on trying to understand the material. Make a plan, stick to it, do your best, and forget the rest! And let us know how we can help.

Reminder Email: "It always seems impossible until it's done" – Nelson Mandela

Hi {first_name},

No matter how busy your schedule is getting with exams and assignments, remember that many students before you have gone through this and many students after you will too. Try not to get too worried.

The best thing you can do is focus entirely on what is in your control. Don't ask yourself "what if" questions or think about possible negative outcomes. Successful people only focus on the reasons they *can* succeed. Make a plan, stay committed to it, do your best, and forget the rest!

Keep looking forward and enjoy the journey,

You@UofT Support Team

Tuesday December 1, 2015 (11:15am)

ALL:

Email Reminder Subject: One of the best things you can do to help study is...

Reminder SMS: You@UofT Exam Tip 2: One of the best things to help study is avoid distraction: find a quiet, clean place to focus, turn off your phone, decide what you want to accomplish, and reward yourself with breaks. Avoiding distraction helps you become interested in the material, get better grades, and take pride in your work. Let us know if you have questions!

Reminder Email:

Hi {first_name},

One of the best things you can do to help study is avoid getting distracted. It happens so often in a fast-moving world with cell phones, internet, and entertainment opportunities. But don't lose sight of what's important. You'll be more productive and more motivated by taking control of how you study.

Try things like finding a quiet, clean place to focus, turning off your phone, deciding what you want to accomplish, and rewarding yourself with breaks.

Avoiding distraction helps you become interested in the material, get better grades, and take pride in your work. With patience and focus, you're capable of great things.

Keep looking forward and enjoy the journey,

You@UofT Support Team

Friday December 4, 2015 (4:15pm) (2 or more)

Email Reminder Subject: Be nice to yourself!

Reminder SMS: You@UofT Mindset Tip: Be nice to yourself! When pursuing your dreams and ambitions, remind yourself that effort is more important than ability, progress often takes time and patience, and we are all capable of change. Check out this short video for more about helpful thinking strategies going into exams: <http://warmup.utoronto.ca/page/successful-thinking>.

Reminder Email:

Hi {first_name},

When pursuing our dreams and ambitions, how we talk to ourselves is incredibly important. Successful and unsuccessful people often engage in very different thinking habits when facing challenges. Check out this short video to learn more about these differences:

<http://warmup.utoronto.ca/page/successful-thinking>

Do you think you could benefit from trying to change your mindset when you're going after your goals? Email us back and let us know.

Keep looking forward and enjoy the journey,

You@UofT Support Team

Week 14: Week of December 7, 2015

Monday December 7, 2015 (9 am)

All groups

Reminder SMS: Good morning {first_name}! How are you doing? Just wishing you a terrific week. We're cheering for you. (You@UofT Support Team)

Wednesday, December 8, 10AM

All groups

Email Subject: Try breathing...

Reminder SMS: You@UofT Destress Tip: Imagine yourself as focused, positive, and confident. Even if you're not, your imagination can trick your body into feeling great. Another trick is to try closing your eyes, taking deep breaths and focus only on your breaths. Check out this link for more advice on staying happy during exams (<https://www.studentlife.utoronto.ca/asc/exam-preparation>) or let us know if we can help.

Reminder Email: Hi {first_name},

If you feel tense during **exams**, try taking a 10 minute time out and concentrate on your **breath**. **Sit upright, close your eyes, and take deep long breaths, focusing only on those breaths.** This is a tried and true method for calming nerves, and in general, feeling great.

If you want more of a guide and introduction, we think you'll like this 10-minute video:
https://www.ted.com/talks/andy_puddicombe_all_it_takes_is_10_mindful_minutes?

Stay awesome and enjoy the journey,

You@UofT Support Team

Friday December 13, 2015 (12 PM)

2+

Email Subject: Do your best and forget the rest

SMS: Do your best. That's what you can control. That's what matters most. (from the You@UofT Support Team)

Email:

Hi {first_name},

John Wooden is one of the most successful coaches in the history of sports. (Look him up – he’s very impressive!) He firmly believed that success is defined by doing the best you possibly can every single day. Here are two of his quotes:

“Success comes from knowing that you did your best to become the best that you are capable of becoming.”

“Today is the only day. Yesterday is gone.”

Try to hold yourself to the same standard as you go through exams: do the best you possibly can every single day, and nothing more than that. And focus only on the things you can control. Don’t worry about exams that have already happened or those that are still to come; focus only on what is in front of you in the moment.

If you do that, you’ll feel an incredible sense of accomplishment and the results will follow!

Let us know how we can help,

You@UofT Support Team

Week 15: Week of December 16, 2015

Monday, December 14, 10AM

All groups

Email Subject: remind yourself of the big picture

Reminder SMS: You@UofT tip: Good morning {first_name}! In getting through exams it helps to have the right balance - stay focused and take pride in doing your very best, but at the same time, don't get anxious about the results. Enjoy learning this week and keep being awesome.

Reminder Email:

Hi {first_name},

No matter how many exams you have this week, it helps to remind yourself of the big picture - how lucky you are compared to others around the world, and how long and exciting your journey is ahead. Stay focused, try very hard, but at the same time, don't get anxious about the results. Enjoy learning this week and keep being awesome.

“In life our first job is this, to divide and distinguish things into two categories: externals I cannot control, but the choices I make with regard to them I do control.” -- Epictetus

Keep looking forward and enjoy the journey,

You@UofT Support Team

Wednesday, December 16, 10AM

All groups

Email Subject: Push yourself to the very end.

Reminder SMS: Hi {first_name}, how are you doing? It's normal to feel a little overwhelmed during a long exam period, but you're almost there! You can reward yourself when its over. Until then, do your very best, focus on learning, and be gentle to yourself and others. (from the You@UofT Support Team)

Reminder Email:

"Push yourself again and again. Don't give an inch until the final buzzer sounds." – Larry Bird.

Hi {first_name},

Every student gets a little overwhelmed during a long exam period. But it's worth it to stay focused and keep pushing. You'll especially enjoy the holidays knowing that you tried your best and didn't let up.

Keep looking forward and enjoy the journey,

You@UofT Support Team

Wednesday December 23 (Right before the official Holiday Break):

All message frequency groups:

Email Reminder Subject: Enjoy the break!

Reminder SMS: The You@UofT Support Team wishes you a very happy holiday break! Enjoy your well-deserved time off. Relax, do things that make you happy, and get excited about what's to come.

Reminder Email:

"Be happy with what you have. Be excited about what you want." -- Alan Cohen.

Hi {first_name},

The You@UofT Support Team wishes you a very happy holiday break! Enjoy your well-deserved time off. Relax, do things that make you happy, and get excited about what's to come.

We'll talk to you again in second semester.

Keep looking forward and enjoy the journey,

You@UofT Support Team

Day after Last Exam:

All message frequency groups:

Email Reminder Subject: Enjoy the break!

Reminder SMS: The You@UofT Support Team wishes you a very happy holiday break! Enjoy your well-deserved time off. Relax, do things that make you happy, and get excited about what's to come.

Reminder Email:

"Be happy with what you have. Be excited about what you want." -- Alan Cohen.

Hi {first_name},

The You@UofT Support Team wishes you a very happy holiday break! Enjoy your well-deserved time off. Relax, do things that make you happy, and get excited about what's to come.

We'll talk to you again in second semester.

Keep looking forward and enjoy the journey,

You@UofT Support Team

SEMESTER 2

Week 1: Week of January 4, 2016

Friday January 8, 2016 (9:15am)

All message frequency groups:

ALL:

Email Reminder Subject: New semester, new opportunities

Reminder SMS: You@UofT redux: Welcome back {first_name}! To kick off the New Year, take a moment to think about lessons learned from last semester to help you this semester. You have a fresh start now, so take advantage of being on top of everything. Recommit to staying organized, studying regularly, and getting help quickly when you need it. You have it in you to do awesome and we want to continue to support you on your way. Text us back if you have any questions or want to discuss your plan!

Reminder Email:

Hi {first_name},

Welcome back! We hope you had a wonderful, relaxing holiday break.

To kick off the New Year, take a moment to think about a couple of things you learned last semester – even if it did not go as well as you would have liked. There is still plenty of time to roll up your sleeves and have an awesome year! You have a fresh start now. Take advantage of it.

Do you think you need to get better at scheduling your priorities? What about regularly attending office hours or finding more time to regularly review your notes?

We all have something we can improve upon and setbacks make us stronger when we learn from them. Write down a couple of things you can do differently and commit to implementing these changes this semester!

And please feel free to email us if you're ever stuck or just want a more personalized conversation. We're here to help.

Keep looking forward and enjoy the journey,

You@UofT Support Team

Week 2: Week of January 11, 2016

Monday January 11, 2016 (11:15am)

All message frequency groups:

Email Subject: email us about anything

Reminder SMS: You@UofT reminder: Don't forget you can always text us with your own questions or requests for advice. The weekly messages we send out may not always match your situation. Everyone's different, with different challenges. But you can always let us know what's on your mind, whenever about whatever. We're a team of undergrads, grads, and faculty whose goal is to support you to have the most successful and enjoyable year possible.

Reminder Email: Hi {first_name},

The weekly emails we send out may not always resonate with your own situation - everyone's different, with different challenges.

But you can always email us with your own questions or requests for advice. Our goal is to support you to have the most successful and enjoyable year possible.

We believe that with the right support and motivation, anyone can excel at UofT. Please feel free to let us know how you're doing and how we can help.

Keep looking forward and enjoy the journey,

You@UofT Support Team

Wednesday January 13, 2016 (11:15am)

All message frequency groups:

Email Subject: Think Ahead

Reminder SMS: You@UofT Inspiration: "The best way to predict your future is to create it." — Abraham Lincoln. Be proactive about creating the future you want. Remember that your effort and staying organized are the most important ingredients for having a successful semester. Get off on the right track early and then just take it one step at a time, always staying organized and doing the best you can. And, as always, send us a text if you need some help or want to chat!

Reminder Email: Hi {first_name},

Abraham Lincoln once said:

"The best way to predict your future is to create it."

Be proactive about creating the future you want. Remember that your effort and staying organized are the most important ingredients for having a successful semester. Get off on the right track early in this semester and then just take it one step at a time, always staying organized and doing the best you can.

And, as always, feel free to email us back if you'd like to chat.

Keep looking forward and enjoy the journey,

You@UofT Support Team

Week 3: Week of January 18, 2016

Tuesday January 19, 2016 (11:15am)

All:

Email Reminder Subject: learn from trying to explain

Reminder SMS: You@UofT Study Tip: We think the best approach to studying is to keep working on the material until you feel comfortable explaining it to others (or yourself). Try writing down your thoughts on paper from every lecture or setting up a study group with your classmates where you can work through problems and lecture notes together to fill the gaps in each other's knowledge. Text us back if you need any help!

Reminder Email:

Hi {first_name},

Many of your tutorial leaders for first year courses at UTM are senior undergraduate students. These teaching assistants will tell you that nothing develops understanding of a concept better than having to explain that concept.

When you're working through course material this semester, try explaining it in your own words (on paper) or meet with one or more classmates and work through course material together to fill the gaps in each other's knowledge. Meeting right after class to review notes and read ahead is an excellent strategy.

Keep looking forward and enjoy the journey,

You@UofT Support Team

Thursday January 21, 2016 (1:15pm)

All:

Email Reminder Subject: Believe

Reminder SMS: You@UofT Motivation: “The first step before anybody else in the world believes it is that you believe it.” – Will Smith. Stay positive, focus on what you can control, and forget the rest! (If you find yourself with about 20 minutes of free time, check out this cool video on how the right body language can help with your belief: <http://warmup.utoronto.ca/page/fake-it-till-you-make-it>)

Reminder Email:

“The first step before anybody else in the world believes it is that you believe it.” – Will Smith

Hi {first_name},

In reaching for your goals, it is important to have the right inner dialogue and look at challenges and setbacks as opportunities to improve. But, above all else, it is important to believe in yourself. Stay positive, focus on what you can control, and forget the rest!

And if you ever find yourself with about 20 minutes of free time, check out this cool video on how the right body language can help with your belief:

<http://warmup.utoronto.ca/page/fake-it-till-you-make-it>

Keep looking forward and enjoy the journey,

You@UofT Support Team

Week 4: Week of January 25, 2016

Monday January 25, 2016 (11:15am)

All:

Email Reminder Subject: Things to do this semester to help your career...

Reminder SMS: You@UofT Planning Tip: Preparing for your career is not just about grades. Check out our email sent today about instructors as references, volunteering and joining clubs, and visiting UofT's Career Center [link] this semester. Text us more about your career plans and we'll try to help!

[SEND TO RIGHT CAMPUS]

<http://www.utm.utoronto.ca/careers/welcome-career-centre>

<https://www.studentlife.utoronto.ca/cc>

<http://www.utsc.utoronto.ca/aacc/>

Reminder Email:

Hi {first_name},

Besides developing skills and learning from your course work, there are many other things you can do now to help your job prospects in the not-too-distant future.

Successful students make an effort to get to know their professors. It's important to let them get to know you as a hardworking, dedicated student. Whether you decide to get a job after university or go to graduate school, you'll need some references. You want an instructor who will say more than you were in her class and received a good grade.

You can also think about joining clubs and organizations where you can develop leadership and teamwork skills. This is a great way to stand out to employers and graduate school admissions committees. Maybe start your own club or company!

Finally, the UTM/UofT/UTSG Career Center is a great place to start your journey. They have all sorts of good information, including about summer job fairs. Check out the Career Center's website:

[SEND TO RIGHT CAMPUS]

<http://www.utm.utoronto.ca/careers/welcome-career-centre>

<https://www.studentlife.utoronto.ca/cc>

<http://www.utsc.utoronto.ca/aacc/>

Keep looking forward and enjoy the journey,

You@UofT Support Team

Wednesday January 27, 2016 (9:15Am)

all:

Email Subject: Dealing with stress and nervousness...

Reminder SMS: You@UofT advice: Hi {first_name}, it's still early on in the semester. Thinking back to last semester, what advice would you give yourself for keeping you organized, happy, and doing well? Text us back to share or discuss! Have an awesome day.

Reminder Email: Hi {first_name},

Why do we get nervous in situations where there is no immediate danger, like at work or school?

Check out this short video and discover science-based approaches for helping nervousness:

<http://warmup.utoronto.ca/page/fighting-nerves>

What do you think of the tips at end? Email us back if you need some other tips on battling stress!

Keep looking forward and enjoy the journey,

You@UofT Support Team

Friday January 29, 2016 (1:15pm)

2-3/3 or more:

Email Reminder Subject: Remember to check in with yourself

Reminder SMS: You@UofT Problem-Solving Tip: "If you can't solve a problem, there's an easier problem you can solve: find it." Take it one step at a time. When you find yourself struggling with practice problems, create an easier version of the problem and solve that. Working through the simpler problem will help you build intuition for the more challenging one. This is a great way to study.

Reminder Email:

Hi {first_name},

Navigating through university is stressful for all students. It's important to take time to relax, check in with yourself, and recharge your batteries.

Make sure your schedule includes doing things that help you appreciate life, whether that's going to the gym, reading (something other than your textbooks), hanging out with friends, or going for a quiet walk in the park.

Keep looking forward and enjoy the journey,

You@UofT Support Team

Week 5: Week of February 1, 2016

Monday February 1, 2016 (11:15am)

All:

Email Reminder Subject: Dear Optimist, Pessimist, and Realist...

Reminder SMS: You@UofT Motivation: Whether things are going better or worse than expected, there are always opportunities to learn and improve. Life is always changing. Keep in mind, for example, more

than half of the grade in some classes is still to be earned. Be proactive and seize opportunities to get better! Text us if you want to chat more.

Reminder Email:

“Dear Optimist, Pessimist, and Realist,

While you guys were busy arguing about the glass of water, I drank it!

Sincerely,

The Opportunist”

Hi {first_name},

Whether things are going better or worse than you expected, there are still plenty of opportunities to improve your performance before the year is over. Keep in mind, for example, more than half of the grade in some classes is still to be earned.

Spend some time learning from your past mistakes. For example, write down at least one thing you could have done differently to get a better outcome. If you do, you’re already doing better than you were before. Then implement these new ideas and be proactive about causing change and seizing opportunities for improvement!

Keep looking forward and enjoy the journey,

You@UofT Support Team

Wednesday February 3, 2016 (9:15am)

2-3/3 or more:

Email Reminder Subject: The science behind the “right” mindset

Reminder SMS: You@UofT Motivation: It's good to view effort, patience, and learning from setbacks as key to long-term success. This is called having a "growth mindset". Take a look at this 1-minute video that explains some of the advantages of taking on this attitude when faced with challenges: <http://warmup.utoronto.ca/page/right-mindset> . Are you dealing with any specific challenges? Text us to chat about how to apply the “growth” mindset to it.

Reminder Email:

Hi {first_name},

Attitude is very important when it comes to overcoming challenges. The most successful people in history have always seen challenges and failure as an opportunity to learn and grow.

Researchers have recently taken huge steps in understanding exactly what it means to have the “right” mindset in the face of adversity. They call this the “growth” mindset. Take a look at this 1-minute video that shows the differences between the “growth” and “fixed” mindsets:

<http://warmup.utoronto.ca/page/right-mindset>

How can you make changes to adopt a growth mindset? Dealing with a specific challenge? Email us to chat about how to apply the “growth” mindset to it.

Keep looking forward and enjoy the journey,

You@UofT Support Team

Friday February 5, 2016 (1:15pm)

All:

Email Reminder Subject: Try your best and don't worry about the outcome

Reminder SMS: You@UofT Organization Tip: The weeks before and after reading week are very busy. Managing your time during this period will really help you reduce stress and be well prepared going into the final stretch of the school year. Balance your time between learning and playing, be proud of your effort, and try not to worry about the outcome. It's a long road. If your road is bumpy right now and you want to chat about it, just send us a text!

Reminder Email:

Hi {first_name},

With reading week right around the corner, this is likely a busy time with many assignments and exams scheduled for either just before or just after reading week. Don't worry; this is the case for all students every single year.

A great way to be successful during this time is to keep a structured schedule. Write down what you need to do and when you are going to do it. Try to be specific here, scheduling specific times for specific items. That way, when you wake up on a particular day, you'll be able to get going on your day right away instead of using mental energy thinking about what you need to get done.

(Aside: ever wonder why Mark Zuckerberg wears basically the same clothing all the time? One less decision he needs to make in the day. Maybe this is a little extreme, but you see our point.)

Do your best to stick to your schedule and follow the steps, not worrying about how things will turn out. Remember: you control the process, not the outcome. Keep your mind focused on what you can control and the results will come!

Keep looking forward and enjoy the journey,

You@UofT Support Team

Week 6: Week of February 8, 2016

Monday February 8, 2016 (9:15am)

All:

Email Reminder Subject: Office hours during busy times

Reminder SMS: You@UofT Tip: Hi {first_name}! Looking ahead to reading week, try to find the right balance. Find time to relax, have fun, but also use the time to catch up, finish writing assignments and stay on top of lectures. It's one of the most useful periods to use to launch yourself towards a successful finish to the school year. Keep looking forward and enjoy the journey!

Reminder Email:

Hi {first_name},

With all the deadlines before and after reading week, it's important to stay on track. Time management is your best friend right now. Stay organized and structured.

At times like these, attending instructor and TA office hours can be super valuable. Most university students are strapped for time right now, so getting help and clearing up concepts quickly can make a real difference for your productivity. Your instructors and TAs are here for YOU – take advantage!

You can also consider group study with some of your classmates. These sessions can be a great way to fill the gaps in each others knowledge. But be careful – make sure the group is staying focused on course material.

Want some more tips? Shoot us a quick email.

Keep looking forward and enjoy the journey,

You@UofT Support Team

Wednesday February 10, 2016 (1:15pm)

All:

Email Reminder Subject: See the opportunity in the obstacle

Reminder SMS: You@UofT Motivation: When you're facing a long night of studying it's good to remind yourself why it's worthwhile. Don't just focus on grades. Think of your long-term goals and the opportunity to learn about how the world works, about yourself, and others. When you do this, studying becomes more enjoyable and easier to stay focused.

Reminder Email:

Hi {first_name},

It's probably a busy time right now. If you feel yourself getting anxious or nervous, try to take a deep breath and remember: this is not supposed to be easy. How could it be? After all, this is one of the first times you're having to balance such a demanding schedule – you've had limited practice!

No matter how much other students look like they have it together, they feel just like you do (trust us)! While it isn't easy, try to see all the opportunities in these obstacles. First, it's a wonderful opportunity to learn more about class material and develop skills directly related to your field.

But, more importantly, it's also a great chance to learn how to manage your time when facing deadlines. This is an incredibly valuable skill to have, no matter which direction you head in after university! When things get busy again at school or in your job, you'll be able to look back on this experience for motivation.

Keep looking forward and enjoy the journey,

You@UofT Support Team

Friday February 12, 2016 (11:15am)

2-3/3 or more

Email Reminder Subject: Don't Wait

Reminder SMS: You@UofT Motivational: "You don't have to be great to start but you do have to start to be great." – Zig Ziglar. Take advantage of not having to attend classes during reading week and use the time to implement any changes you've been thinking about making. There's no time like the present! The hardest part is often getting started. Once you're rolling, you'll wonder why it took so long to start! Text us back if you need some help or motivation.

Reminder Email:

"There are seven days in the week and someday isn't one of them." – Shaquille O'Neal

Hi {first_name},

Sometimes we tend to put off making the changes we need to be successful. We tell ourselves that we just don't feel up to it now, that things are a little too busy at the moment, or that we have plenty of time so there's no need to rush.

But circumstances will rarely be perfect. That doesn't mean you can't start and accomplish great things right now. Remember: the hardest part with something new is getting started. Fight through the initial

discomfort, keeping your eyes on your goal. Once you build momentum and get comfortable, you'll wonder why it took you so long to start.

Take the plunge today! And feel free to email us if you need some help plunging!

Keep looking forward and enjoy the journey,

You@UofT Support Team

Week 7: Week of February 15, 2016 – Reading Week

Tuesday February 16, 2016 (9:15am)

All message frequency groups:

Email Reminder Subject: baby steps

Reminder SMS: You@UofT Tip: Enjoy reading week by doing things you love to do, but don't forget to take the opportunity to catch up or stay on top of assignments and homework so you can enjoy the rest of the semester even more. Keep looking forward and enjoy the journey!

Reminder Email:

Hi {first_name},

We hope you have a great week!

Stay awesome this reading week by doing things you love to do.

Stay awesome beyond reading week by using some of this time to plan ahead.

Take baby steps: Come up with a list of a few very specific tasks you'd like to get done this week (e.g. complete a problem set, review all of last week's lectures, prepare an outline for a writing assignment, exercise, etc...). Break these tasks into smaller (baby) steps and assign them to specific days and times in the week.

You'll save a tonne of mental energy each day if you make a plan ahead of time! Having a plan, adjusting it as necessary, and following it is very satisfying. With progress comes a sense of accomplishment, and with that comes more progress!

Keep looking forward and enjoy the journey,

You@UofT Support Team

Wednesday February 17, 2016 (5:15pm)

All message frequency groups:

Email Reminder Subject: Learn and Look Ahead

Reminder SMS: You@UofT Tip: There is still a lot of the grade to be earned in most courses and plenty of opportunity to bring up your performance. Final exams are worth a lot because professors want to give students an opportunity to show they've learned from mistakes throughout the year. There's still time to build from your success, learn from your setbacks, and finish the year strong! Keep being awesome, keep learning. You're doing great.

Reminder Email:

Hi {first_name},

You're 3/4 done your school year, and 1/2 done the semester. But there is still a lot of the grade to be earned in most courses and plenty of opportunity to bring up your performance.

Final exams and cumulative assignments are worth a lot because professors want to give students an opportunity to show they've learned from mistakes throughout the year.

Didn't do so well on a few tests? Go back and understand exactly why before the final exam rolls around.

An assignment didn't go as planned? Visit TA or professor office hours and understand how you can do better.

There's still time to build from your success, learn from your setbacks, and finish the year strong!

Keep looking forward and enjoy the journey,

You@UofT Support Team

Week 8: Week of February 22, 2016

Monday February 22, 2016 (12:15pm)

All message frequency groups:

Email Reminder Subject: Ingredients for success

Reminder SMS: You@UofT Tip: Hey {first_name}! Remember that students who devote at least 3 hours of studying per 1 hour of lecture tend to perform really well and it's not too late to benefit from this strategy. How to best study varies by course, but in all cases, focus on trying to learn, not the grades. Feel free to text us too for more study ideas. All the best.

Reminder Email:

Hi {first_name},

Remember that students who devote about 3 hours of studying per 1 hour of lecture tend to perform really well. Do your best to treat your studies as a full-time job.

The tasks you should do on a weekly basis vary from course to course. Rewriting your notes soon after lecture is a great idea in every course. This gives you a great chance to organize your thoughts and think through concepts you didn't quite understand the first time. Get creative and do whatever works for you. You might try colour-coding, for example.

Some courses involve practice problems, lengthy textbook reading, or even both. Make sure your keeping up with these each week. Talk to your instructors or TA's to get the best idea of how to spend your time in this final stretch! On that note, attending office hours to clear up questions quickly is always a great idea. Don't be shy!

Feel free to send us an email too, and we'll do our best to help.

Keep looking forward and enjoy the journey,

You@UofT Support Team

Wednesday February 24, 2016 (11:15am)

2-3/3 or more groups:

Email Reminder Subject: Keep it in perspective

Reminder SMS: You@UofT Tip: After a test or assignment, which is better: to forget about it or to try to learn exactly what mistakes were made and how to think about the problem more effectively?

Remember that most courses have a cumulative final evaluation, meaning that paying attention to what

you did wrong earlier will have a huge payoff very soon (about six weeks)! Check out this awesome video for more on the benefits of thinking this way: <http://warmup.utoronto.ca/page/mindset-evidence>

Reminder Email:

Hi {first_name},

You're in the final quarter of the school year now. It's important to have the right perspective on events and to stay motivated. Try to see challenges and setbacks as opportunities for learning something new.

If you do poorly on a test or an assignment, take a moment to react to it – by all means. But then recognize that you have a choice. You can choose to learn exactly why you did not do well, and you can learn how to think about the problem in a more effective way. You have plenty of options for how to do this: you can buckle down and try it yourself, you can talk to your instructor or TA, or you can even discuss with classmates.

If you choose to learn something new, it will payoff very soon. Sometimes students think nothing good can come from learning something that was on a PAST evaluation. Remember that almost all courses have a cumulative exam or final assignment at the end. That means seeing a challenge as an opportunity to learn will have a huge payoff very soon (about six weeks)!

For more on the benefits of having the right mindset in the face of challenges, check out this awesome video: <http://warmup.utoronto.ca/page/mindset-evidence>

Keep looking forward and enjoy the journey,

You@UofT Support Team

Friday February 26, 2016 (1:15pm)

2-3/3 or more groups:

Email Reminder Subject: Stay curious, reflect, and keep pushing

Reminder SMS: You@UofT Motivational Quote: "I know quite certainly that I myself have no special talent. Curiosity, obsession and dogged endurance, combined with self-criticism, have brought me to my ideas." — Albert Einstein

Reminder Email:

"I know quite certainly that I myself have no special talent. Curiosity, obsession and dogged endurance, combined with self-criticism, have brought me to my ideas." — Albert Einstein

Hi {first_name},

No matter the goal you're pursuing – whether it be in your school, work, or personal life – try following Einstein's wisdom.

Stay curious and constantly look for opportunities to learn more about what you'll need to know and do to accomplish your goals. Evaluate your progress along the way, being honest with yourself about what you need to do better. And, most importantly, don't let setbacks get you down and keep pushing through!

Keep looking forward and enjoy the journey,

You@UofT Support Team

Week 9: Week of February 29, 2016

Monday February 29, 2016 (9:15am)

All message frequency groups:

Email Reminder Subject: Responding to circumstances

Reminder SMS: You@UofT Tip: "Life is ten percent what happens to you and ninety percent how you respond to it." — Lou Holtz. Unexpected events or setbacks happen. How you respond to them makes all the difference. Stay patient and trust your journey.

Reminder Email:

"Life is ten percent what happens to you and ninety percent how you respond to it." — Lou Holtz

Hi {first_name},

Unexpected events are bound to happen. But you have it in you to learn and get the most out of your year, no matter what the circumstances are.

Staying successful during challenging times will just require some minor adjustments. Pay attention during class, seek out help from your professors, and work together with your classmates.

As always, let us know if we can help.

Keep looking forward and enjoy the journey,

You@UofT Support Team

Wednesday March 2, 2016 (12:15pm)

2-3/3 or more:

Email Reminder Subject: The Science of Mistakes

Reminder SMS: You@UofT Tip: Hey {first_name}! We've tried our best to send you tips and info about having the right mindset this year. We think this is hands-down the best video we've ever seen on the subject: <http://warmup.utoronto.ca/page/mistakes> It's 15 min, but we think it's totally worth your time. Kick back with a coffee and take a look. Text us back to tell us what you think!

Reminder Email:

Hi {first_name},

We've tried our best to send you tips and info about having the right mindset this year. We think this is hands-down the best video we've ever seen on the subject: <http://warmup.utoronto.ca/page/mistakes>

It's a little long, but we think it's totally worth your time.

As you watch it, think back to your own experiences – both when you were younger and more recently. Did you have a different perspective on failure and mistakes at some point? Could you follow some of the tips in the video to lean more toward a growth mindset when you face a challenge?

Email us back to let us know!

Keep looking forward and enjoy the journey,

You@UofT Support Team

Friday March 4, 2016 (1:15pm)

All message frequency groups:

Email Reminder Subject: A website you should know about

Reminder SMS: You@UofT Resource-Support Tip: UTM/UTSG/UofT has many Academic Resources that students have used to excel in their studies, including peer tutoring, writing help, and stress management workshops. Some of these could be really useful in these last few weeks of school. Visit this link to check out which resources can benefit you the most: [send right one to each campus]

<http://www.utm.utoronto.ca/dean/undergraduates/academic-resources>

<http://life.utoronto.ca/get-smarter/academic-support/>

<http://www.utsc.utoronto.ca/academic-life/academic-support>

Reminder Email: Hi {first_name},

UTM/UTSG/UofT has many Academic Resources meant to help with every aspect of your undergraduate experience, including course-specific support, stress-management, writing advice, and past exams.

Workshops, study groups, or information sessions are offered to help you study smarter, learn more, get better grades, and even have more fun. These could really be useful in these last few weeks of school!

Take a look and bookmark this page: [send right one to each campus]

<http://www.utm.utoronto.ca/dean/undergraduates/academic-resources>

<http://life.utoronto.ca/get-smarter/academic-support/>

<http://www.utsc.utoronto.ca/academic-life/academic-support>

Email us back and we'll do our best to help too.

Keep looking forward and enjoy the journey,

You@UofT Support Team

Week 10: Week of March 7, 2016

Monday March 7, 2016 (9:15am)

All message frequency groups:

Email Reminder Subject: Examining your exams

Reminder SMS: You@UofT Tip: The exam period is a little over a month away, but it's never too early to begin strategizing how to prepare. Think about what worked and what didn't when you prepared for last exam period. Use this information to stay organized and motivated to see how much better you can do this time around. Text us back or check out our email today for some tips.

Reminder Email:

Hi {first_name},

The exam period is a little over a month away, but it's never too early to begin thinking about how you're going to be successful. Before you start forming a work schedule for exams, think about what you learned during the exam period in first semester.

Did you prepare as well as you would have liked? Did you start studying early enough? What worked well with your study schedule and what didn't? Did you have time to balance completing assignments and studying?

Answering these questions well help you form a more effective plan this time. Remember: you should always take the opportunity to learn from your past so that you can improve. Setbacks and mistakes can be good as long as you learn from them.

We'll send you more detailed exam-prep tips later this month, but working through past exams is always a great way to study. Here is a link to UofT's old exam repository: <https://exams-library-utoronto-ca.myaccess.library.utoronto.ca/?source=students>. Keep working until you're comfortable with the questions and have a good sense of what is expected of you. Remember to try hard to solve the questions *before* you look at the answers.

Keep looking forward and enjoy the journey,

You@UofT Support Team

Wednesday March 9, 2016 (11:15am)

All message frequency groups:

Email Reminder Subject: Thinking productively about productivity

Reminder SMS: You@UofT Tip: We think the ingredients to success in school are: 1) staying organized; 2) prioritizing study time; 3) focusing on trying to learn, not on grades; 4) explaining class material and answering questions in your own words; 5) getting quick help when you realize you don't fully understand; 6) learning from setbacks and mistakes; and 7) keeping a long-term perspective on life. What do you think? Try this for the remainder of the semester and let us know how things go! Also, check out this playful, yet very informative, 3 min. video on the science of 'getting things done': <http://warmup.utoronto.ca/page/productivity>. We think it has some useful tips!

Reminder Email:

Hi {first_name},

Many students want to know the best ways to stay focused and productive.

Check out this playful, yet very informative, video on the science of productivity: <http://warmup.utoronto.ca/page/productivity>

You'll notice some themes we've shared with you in previous messages, like the importance of just getting started and maintaining a schedule. Try your best to implement some of these tips in this final stretch!

Keep looking forward and enjoy the journey,

You@UofT Support Team

Friday March 11, 2016 (1:15pm)

2-3/3 or more frequency groups:

Email Reminder Subject: Check in with yourself and relax

Reminder SMS: You@UofT Tip: It's important to take time to relax, check in with yourself, and recharge your batteries. With school work getting busy, try to make a little time for doing things that help you appreciate life, whether that's going to the gym, reading, or hanging out with friends. You'll be in better balance and more productive if you do! Text us back if you need some "de-stress" tips or checkout the University's page: <https://www.studentlife.utoronto.ca/asc/stress-management>.

Reminder Email:

Hi {first_name},

With school work getting busy, it's important to take time to relax, check in with yourself, and recharge your batteries.

Make sure your schedule includes doing things that help you appreciate life, whether that's going to the gym, reading (something other than your textbooks), hanging out with friends, or going for a quiet walk in the park.

You'll be in better balance and more productive if you do. This isn't you taking a break from your real work, this is you taking care of yourself so that you can do better work!

Email us back if you want to chat or checkout the University's de-stress page: <https://www.studentlife.utoronto.ca/asc/stress-management>.

Keep looking forward and enjoy the journey,

You@UofT Support Team

Week 11: Week of March 14, 2016

Sunday March 13, 2016, 4:15pm

All message frequency groups:

Email Reminder Subject: proactive planning

Reminder Email:

Hi {first_name},

Everyone has his or her own way of preparing well for exams. But with the exam period about 4 weeks away, you should be thinking about how you are going to prepare.

Here are some suggestions from successful students:

Write down all of your exam dates and assignment deadlines on a calendar and take some time to assess your knowledge of course material and how far along you are with each assignment. When

you're done, you should have a good idea of what you need to do -- and how much time you need to do it -- in order to perform well.

Plan ahead by mapping out a list of tasks for each day that, if completed, will take you where you want to be. Students who adopt this type of approach feel less rushed and stressed, because they know exactly what needs to get done and when they're going to do it.

And make sure to view adequate sleep as a way to help study effectively.

Look out for more exam tips in the coming weeks!

Keep looking forward and enjoy the journey,

You@UofT Support Team

Reminder SMS: Hi {first_name}! Just texting to wish you an awesome week. Have fun learning and let us know if there's anything you'd like to talk about in getting ready for exams. (You@UofT Support Team)

Wednesday March 16, 2016 (11:15am)

All message frequency groups:

Email Reminder Subject: Focus on why you *can* succeed

Reminder Email:

Hi {first_name},

Approaching the end of the school year, try not to clutter your mind with worries about how it will all turn out.

Successful people don't devote energy to worrying about the reasons why they may not succeed or what will happen if they don't. Instead, they spend their time focused on the reasons they *can* succeed and carrying through with their plans for success.

In these last few weeks, do your best and forget the rest! The results will follow!

Keep looking forward and enjoy the journey,

You@UofT Support Team

Reminder SMS: You@UofT Tip: Don't waste energy worrying about grades, which you can't always control. Focus on things you can control, like how and when you study, getting help when you don't understand, and wanting to learn and improve. Good grades will usually be a side-effect from this effort.

Friday March 18, 2016 (12:15pm)

2-3/ 3 or more Messages a week groups:

Email Reminder Subject: Day-to-day routines

Reminder Email:

"How we spend our days is, of course, how we spend our lives."-- Annie Dillard

Hi {first_name},

There are a few more weeks left in this semester and coursework is probably in full swing. Take some time to pause and reflect on the goals that are important to you. Make sure your day-to-day schedule is leading toward the future you want.

Email us back if you'd like to chat about how to stay on track.

Keep looking forward and enjoy the journey,

You@UofT Support Team

Reminder SMS: {first_name}, be your best by getting organized and prepared for finals NOW. You'll learn more, feel more relaxed, and ready. You can high-five yourself later, after a job well done.

Week 12: Week of March 21, 2016

Monday March 21, 2016 (11:15am)

All message frequency groups:

Email Reminder Subject: We think this will help...

Reminder Email:

Hi {first_name},

As promised, we are going to be sharing some exam tips with you during these final weeks.

A great strategy involves constructing study notes for each exam. You've covered a lot of information in each of your courses, and between textbooks, lecture notes, and problem sets, you often won't be able to find all of the information in one place.

Start with your lecture notes. Go through and make study notes by summarizing the lecture notes so that you can clearly understand the main concepts being covered in each lecture. Feel free to color-code and organize your notes in a way that makes sense to you.

If you do not quite understand something from lecture, look up the relevant topic in your textbook or in a problem set where you have an answer written down that might help. Incorporate this new information into your study notes. Keep going like this until you've covered all of the topics you will be responsible for on the exam. At this point, you will have a set of study notes that will help you make quick reference to concepts throughout your study.

Now go over past exams and practice problems from earlier in the year. Try working through these using just your study notes. This is a great way to identify concepts you may have missed incorporating into your notes. You *should* be struggling through the questions at first; for some of the material, it has been almost 8 months since you've covered it. Your goal should be to get to a point where you can answer all of the practice problems without making reference to your notes. Keep working hard and you'll get there!

And keep looking forward and enjoy the journey,

You@UofT Support Team

Reminder SMS: You@UofT Tip: Hi {first_name}, the email we sent you today has, we think, some of the best advice on how to approach your upcoming exams. Check your inbox and best of luck with your studying. Can't find the email or have more questions? Just text us back. Have a great week!

Wednesday March 23, 2016 (9:15am)

All message frequency groups:

Email Reminder Subject: Don't forget to sleep

Reminder Email:

Hi {first_name},

While you're studying in these last couple of weeks, adequate sleep will be very important. Pulling all-nighters, especially the night before a test or exam, is rarely a good idea. Remember: we are much more focused and creative when our minds are well rested. Check out this short video on the value of sleep:

<http://warmup.utoronto.ca/page/get-some-sleep>

Keep looking forward and enjoy the journey,

You@UofT Support Team

Reminder SMS: You@UofT Tip: Don't forget to sleep! Pulling all-nighters, especially the night before a test or exam, is rarely a good idea. Remember: we are much more focused and creative when our minds are well-rested. Start preparing now, you'll thank yourself later.

Friday March 25, 2016 (1:15pm)

2-3/3 or more:

Email Reminder Subject: Stay Calm and Trust Your Plan

Reminder Email:

Hi {first_name},

You've learned a lot this year about how to get the most out of lectures, how to work through problem sets, and how to prepare for tests and exams. With a few weeks left, it's important to reflect on all that you've learned and make a plan for how you're going to effectively use the remaining time.

A big part of being successful in any pursuit is maintaining a positive mindset. Planning ahead and following a schedule will help you avoid feeling anxious or rushed. When you shape your future instead of allowing circumstances to dictate it, you're more likely to feel proud and accomplished – feelings that will make you much more productive!

Keep looking forward and enjoy the journey,

You@UofT Support Team

Reminder SMS: You@UofT Tip: Hi {first_name}, in these last weeks of school, planning ahead and following a schedule will help you avoid feeling anxious or rushed. When you shape your future instead of allowing circumstances to dictate it, you're more likely to feel proud and accomplished – feelings that will make you much more productive!

Week 13: Week of March 28, 2016

Monday March 28, 2016 (11:15am)

All message frequency groups:

Email Reminder Subject: Just a little longer

Reminder Email:

Hi {first_name},

We hope the close of the semester is going well for you.

For every student, there comes a point where they wish the school year was just over already! You only have a little longer to go. Keep pushing through until the end and you'll be glad you did. Future {first_name} will thank you!

Keep looking forward and enjoy the journey,

You@UofT Support Team

Reminder SMS: You@UofT Tip: You only have a little longer to go this school year. Keep pushing through until the end and you'll be glad you did. Future {first_name} will thank you!

Tuesday March 29, 2016 (9:15am)

All message frequency groups:

Email Reminder Subject: follow the process

Reminder Email:

"You don't set out to build a wall. You don't say 'I'm going to build the biggest, baddest, greatest wall that's ever been built.' You don't start there. You say, 'I'm going to lay this brick as perfectly as a brick can be laid. You do that every single day. And soon you have a wall.'" – Will Smith

Hi {first_name},

In the next few weeks, what if you focus only on what is right in front of you and on doing that well? As you see from the quote above, Will Smith clearly follows this strategy. But this is actually a well-proven strategy for success, also subscribed to by some of the best sports coaches of all time.

Check out this awesome read on the power of "following the process":

<http://observer.com/2015/12/heres-the-strategy-elite-athletes-follow-to-perform-at-the-highest-level/>

Commit to following your own process as you wrap up this semester!

Keep looking forward and enjoy the journey,

You@UofT Support Team

Reminder SMS: You@UofT Tip: Hi {first_name}, in the next few weeks, what if you focus only on what is right in front of you and on doing that well? This is actually a proven strategy for success, subscribed to by some of the best sports coaches of all time. You can read more about preparation strategies here: <http://observer.com/2015/12/heres-the-strategy-elite-athletes-follow-to-perform-at-the-highest-level/>.

Thursday March 31, 2016 (9:15am)

2-3/3 or more:

Email Reminder Subject: How's it going?

Reminder Email:

Hi {first_name},

We're just wondering how your exam preparations are going. Let us know if there is anything we can help with!

Feel free to email or text us back (we sent the same message to your phone).

Keep being awesome,

You@UofT Support Team

Reminder SMS: Hi {first_name}, just wondering how your exam preparations are going. Is there anything we can help with? [You@UofT Support Team]

Week 14 Week of April 4, 2016

Sunday April 3, 2016 (11:15am) for UTM

Monday April 4, 2016 (11:15am) for St. George and UTSC

All message frequency groups:

FOR ST. GEORGE:

Email Reminder Subject: Exam Jam

Reminder Email:

Hi {first_name},

As you're getting ready for exams, here is a website with some super helpful tips:

<https://www.studentlife.utoronto.ca/asc/exam-preparation#node-969>. You can read about tested strategies on how to prepare for multiple choice and essay questions, how to manage your time, and how to deal with anxiety.

Here's another great link to information about an exam-jam study session at U of T on Monday April 11: http://www.artsci.utoronto.ca/current/exam_jam. Mark it in your calendar and let us know if you need any more help!

Keep looking forward and enjoy the journey,

You@UofT Support Team

Reminder SMS: You@UofT Event: Here is a super helpful website about successfully getting through exams: <https://www.studentlife.utoronto.ca/asc/exam-preparation#node-969>. It has tips on how to prepare for multiple choice and essay questions, how to manage your time, and how to deal with anxiety. Here's another great link to information about an exam-jam session at U of T on Monday April 11: http://www.artsci.utoronto.ca/current/exam_jam. Mark it in your calendar and let us know if you need any more help!

FOR UTM:

Email Reminder Subject: Exam Jam

Reminder Email:

Hi {first_name},

As you're getting ready for exams, here is a website with some super helpful tips:

<https://www.studentlife.utoronto.ca/asc/exam-preparation#node-969>. You can read about tested strategies on how to prepare for multiple choice and essay questions, how to manage your time, and how to deal with anxiety.

Here's another great link to information about an exam-jam study session at UTM on Tuesday, April 5: <http://www.utm.utoronto.ca/health/health-promotion/exam-jam>. Mark it in your calendar and let us know if you need any more help!

Keep looking forward and enjoy the journey,

You@UofT Support Team

Reminder SMS: You@UofT Event: Here is a super helpful website about successfully going through exams: <https://www.studentlife.utoronto.ca/asc/exam-preparation#node-969>. It has tips on how to prepare for multiple choice and essay questions, how to manage your time, and how to deal with anxiety. Also, "exam-jam" sessions are happening this Tuesday, April 5 at UTM: <http://www.utm.utoronto.ca/health/health-promotion/exam-jam>. Mark it in your calendar and let us know if you need any more help!

FOR UTSC:

Email Reminder Subject: Exam Prep

Reminder Email:

Hi {first_name},

As you're getting ready for exams, here is a website with some super helpful tips:

<https://www.studentlife.utoronto.ca/asc/exam-preparation#node-969>. You can read about tested strategies on how to prepare for multiple choice and essay questions, how to manage your time, and how to deal with anxiety.

Let us know if you need any more help!

Keep looking forward and enjoy the journey,

You@UofT Support Team

Reminder SMS: You@UofT Tip: Here is a super helpful website about successfully going through exams: <https://www.studentlife.utoronto.ca/asc/exam-preparation#node-969>. It has tips on how to prepare for multiple choice and essay questions, how to manage your time, and how to deal with anxiety. Let us know if you need more help!

Tuesday April 5, 2016 (11:15am)

All message frequency groups:

Email Reminder Subject: Old Exams, New Success

Reminder Email:

Hi {first_name},

Remember to check out the exam repository here: <https://exams-library-utoronto-ca.myaccess.library.utoronto.ca/?source=students>. You will have to sign in with your UTORID and password. As part of your prep, try doing all of the previous exams for your classes, especially if the past exams you find are with the same instructor.

This is a great way to simulate the experience of a real exam and to understand what is required. Remember: try the questions *before* you look at the solutions. Then look at the solutions to deeply understand where you were right or wrong. If no solutions are available, work with TAs, the instructor, or other students to make sure you understand concepts.

Happy studying! Let us know if you have questions.

Keep looking forward and enjoy the journey,

You@UofT Support Team

Reminder SMS: You@UofT Exam Tips: Get a hold of all past exams and study until you can ace them. Start here: <https://exams-library-utoronto-ca.myaccess.library.utoronto.ca/?source=students>. Remember: try the questions *before* you look at the solutions. Then look at the solutions to deeply understand where you were right or wrong. Can we help you more? Text us back and have a super week!

Thursday April 7, 2016 (1:15pm)

2-3/ 3 or more groups:

Email Reminder Subject: When you don't give up, you cannot fail

Reminder Email:

Hi {first_name},

Here is a short video for some motivation during exams: <http://warmup.utoronto.ca/page/you-cannot-fail>. The only thing you can control at this point is your effort. Don't worry about the rest of it! Just keep pushing through until it's over and there's no way you can fail.

Keep looking forward and enjoy the journey,

You@UofT Support Team

Reminder SMS: You@UofT Tip: Hi {first_name}, here is a short video for some motivation during exams: <http://warmup.utoronto.ca/page/you-cannot-fail>. The only thing you can control at this point is your effort. Don't worry about the rest of it! When you never give up, you never can fail...

Week 15: Week of April 11, 2016 (Exam Period)

Monday April 11, 2016

All message frequency groups:

Email Reminder Subject: Forget about it

Reminder Email:

Hi {first_name},

It is important to have a short memory during the exam period. That's right: we said "*short*."

Try not to think about an exam after it is over. Whether you think it went really well or not so well, there is nothing you can do or think that will change that outcome. We suggest taking some time to re-charge your batteries and then starting to prepare for the next one.

Think of it this way: you can no longer influence anything about the last outcome, but you *can* influence a great deal about the next outcome. Focus your energy, thoughts, and actions on the things that are within your control and you'll get the best results possible!

"In life our first job is this, to divide and distinguish things into two categories: externals I cannot control, but the choices I make with regard to them I do control." -- Epictetus

Keep looking forward and enjoy the journey,

You@UofT Support Team

Reminder SMS: You@UofT Cheer: You're in the last stretch of the school year! Let's see how strong you can finish. We're rooting for you! If there's anything left that our team could help with, just text back.

Wednesday April 13, 2016

Email Subject: Finish strong.

Reminder Email:

“Push yourself again and again. Don’t give an inch until the final buzzer sounds.” – Larry Bird.

Hi {first_name},

Every student gets a little overwhelmed during a long exam period. But it's worth it to stay focused and keep pushing. You'll especially enjoy the break after knowing that you tried your best and didn't let up.

Keep looking forward and enjoy the journey,

You@UofT Support Team

Reminder SMS: Hi {first_name}, wishing you a great day today. If you still have exams, hang in there, you're almost done! Stay focused, stay awesome and enjoy the journey. (from the You@UofT Support Team)

Week 16: Week of April 25, 2016 (Final Messages)

Monday April 25, 2016

All message frequency groups:

send to random half of treatment one reminder text group:

Reminder SMS: Hi {first_name}, are you interested in receiving You@UofT messages next school year? Text back 'y' if yes, or do nothing if no.

send to random other half of treatment one reminder text group:

Reminder SMS: Hi {first_name}, are you interested in receiving You@UofT messages next school year? Text back 'n' if no, or do nothing if yes.

Wednesday April 27, 2016

All message frequency groups:

Email Subject: Feedback please

Reminder Email:

Hi {first_name},

As we wrap up the You@UofT program, we’d love to hear what you think. Please share your thoughts with us about the You@UofT Program. Was it helpful? What parts? What more could we do? Your feedback can really help.

Keep looking forward and enjoy the journey,

You@UofT Support Team

Reminder SMS: Hi {first_name}, please tell us what you think of the You@UofT Program. Was it helpful? What parts? How can we improve? Your feedback can really help. Thanks, You@UofT Support Team.

Friday April 29, 2016

All message frequency groups:

Email Subject: Our last email

Reminder Email:

Hi {first_name},

Best wishes and thank-you for participating in You@UofT. We hope it was helpful and we wish you all the best in the future. Stay awesome, keep looking forward, and enjoy the journey!

You@UofT Support Team

Reminder SMS: You@UofT Best Wishes: This is our last message! Thank-you for participating in our program. We hope it was helpful and we wish you all the best in the future. Stay awesome, keep looking forward, and enjoy the journey!