



OVERVIEW

The University of Michigan was looking for a way to engage at-risk youth in public policy decisions. As a generation largely absent from policy decisions, the University of Michigan leveraged Granicus' **Interactive Text** platform to reach 1,000 adolescents and young adults with over 60 surveys, and ultimately gave them a voice in key policy decisions - from student debt to healthcare - that impact their everyday lives.

POPULATION

117,770

SOLUTIONS

Interactive Text

(Active since 2017)

THE UNIVERSITY OF MICHIGAN GIVES A VOICE TO YOUTH WITH INTERACTIVE TEXT MESSAGING

SITUATION

The University of Michigan Needed a Way to Connect With At-Risk Youth

The University of Michigan's Department of Family Medicine is a nationally-recognized leader in patient care, education and research. For decades, the department has been charged with providing research-based findings that can help inform public policy decisions around the country.

But there was one demographic the department found hard to reach while conducting research: youth and young adults under the age of 25. Largely absent from policy decisions, the department sought to reach adolescents with a national poll that gave them a voice in policy discussions like healthcare and student debt.

In identifying the best way to reach this demographic, the University of Michigan's [Department of Family Medicine](#) determined that they needed to connect with youth on the device they use the most: mobile phones. By engaging the nation's at-risk youth with text message surveys, they could bring a voice to important policy decisions that impact a largely underrepresented generation.

SOLUTION

Granicus' Interactive Text Enables the University to Reach Youth and Gather Data

In search of the right fit, the University of Michigan found that with Granicus' Interactive Text platform they were able to build their audience, connect in real time, and gather the information they needed to make important policy recommendations.

After setting up the platform, the University increased participation by promoting the survey at in-person events, on their website and on social media. In the first series of surveys, the University was able to connect with 300 participants that took the department a matter of minutes to set up.

"We didn't have to manually plan out surveys every single day," said Tammy Chang, Assistant Professor at the University of Michigan's Department of Family Medicine. "With [Granicus Interactive Text] we were able to set up a series of surveys and it took us about 15 minutes to do it."



We are hoping that by engaging in text message-based surveys, otherwise invisible youth will take more agency in their lives and think about issues they normally might not think about.

Tammy Chang, Assistant Professor at the University of Michigan's Department of Family Medicine

METRICS

1,000+

YOUTH SURVEYED VIA INTERACTIVE TEXT MESSAGE

50-80%

ENGAGEMENT RATE

14

RESEARCH ABSTRACTS SUBMITTED TO SCIENTIFIC MEETINGS OF SURVEY FINDINGS

RESULTS

The University of Michigan Connects with Over 1,000 Youth, Increases Civic Engagement

Now, in an ongoing series of survey campaigns, the University of Michigan is connecting with about 1,000 young adults per week on topics ranging from healthcare to student debt. So far, the University has fielded over 60 sets of survey questions. As a direct result of these survey campaigns, the University's Department of Family Medicine has been able to gather and submit 14 abstracts of survey findings to better inform policy and decisions that impact this generation.

In addition to ensuring young adults are represented in public policy that impacts them, the University is also hopeful that participation in the text surveys will have a long-term impact on civic engagement.

"We are hoping that by engaging in text message-based surveys, otherwise invisible youth will take more agency in their lives and think about issues they normally might not think about," said Tammy Chang, Assistant Professor at the University of Michigan's Department of Family Medicine.

ABOUT GRANICUS

Granicus provides technology that empowers government organizations to create better lives for the people they serve. By offering the industry's leading cloud-based solutions for communications, meeting and agenda management, and digital services to over 3,000 public sector organizations, Granicus helps turn government missions into quantifiable realities. Granicus products connect over 150 million people, creating a powerful network to enhance citizen engagement. By optimizing decision-making processes, Granicus strives to help government see better outcomes and a greater impact for the citizens they serve. For more information on Granicus, visit www.granicus.com.