

Update (#2) from the *W&M&You* Climate Text App

July 27, 2020 – September 3, 2020

Impact of Community Commitment Question

On July 27, 2020 the university circulated “Healthy Together: A Community Commitment,” a document asking all within the W&M community to affirm their commitment to shared actions to mitigate the risk of spreading COVID-19. On July 29, the Climate App Workgroup distributed the following question via text to the 476 students who had opted in:

Do you believe the Community Commitment will positively impact adherence to public health guidelines?

- A. Not at all*
- B. Somewhat*
- C. Considerably*
- D. A great deal*

There were 386 responses, a response rate of 81%. We are 95% confident +/-5% of the following results. Responses broke down as follows:

%	n	Do you believe the Community Commitment will positively impact adherence to public health guidelines?
26.7%	103	A) Not at all
51.6%	199	B) Somewhat
15.5%	60	C) Considerably
4.7%	18	D) A great deal
1.6%	6	Other

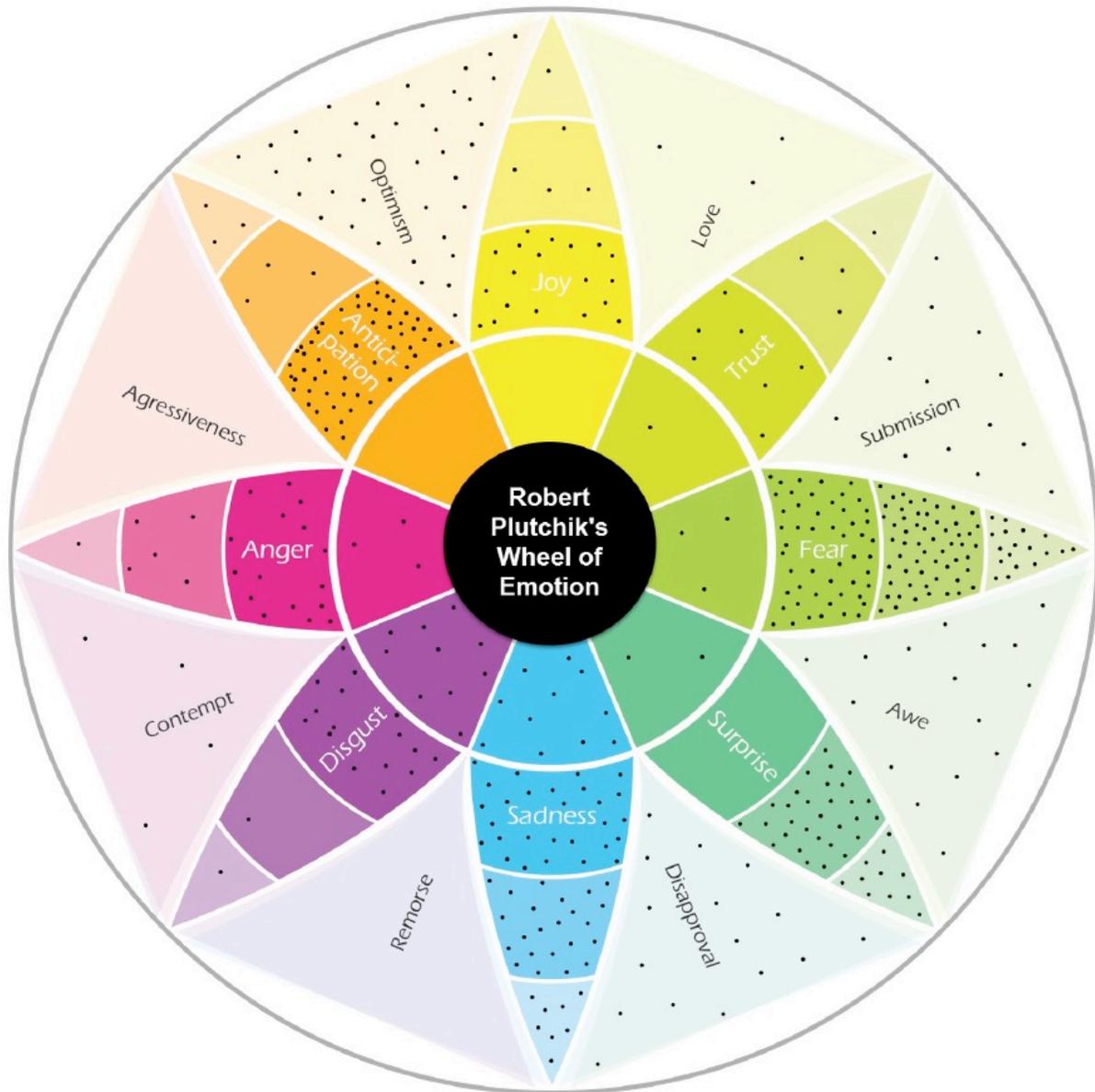
We followed up on this feedback on August 6, 2020 with two messages – the first communicating the results of their responses and the second asking a follow-up open-ended question:

- 1. Last week you said the Community Commitment would help adherence to health guidelines:
27% not at all
52% somewhat
16% considerably
5% a great deal*
- 2. Thinking about these results, what do you believe will most positively impact adherence to public health guidelines?*

The open-ended question allowed students to text back a short answer rather than prompting them to select from pre-determined options.

The question was sent to 488 contacts, and we received 201 responses, a 41% response rate (some responses containing multiple suggestions). We believe the lower response rate is due to asking an open-ended question, since replying is more effort-intensive.

The Climate Group also sorted responses according to the [Plutchik Wheel of Emotions](#), one of the models of primary human emotions used in psychology. Each dot represents a response data point, placed to display where it falls in the spectrum of standardized emotional categories.



- **Joy:** 12% of responses and 22% of respondents stated a word that fell within the joy category. Some of the responses included happy, hopeful, optimistic, good, and all right
- **Anger:** 5% of responses and 9% of respondents stated a word that fell within the anger category. Some of the responses included frustrated, annoyed, insulted, complicit, and angry
- **Anticipation:** 15% of responses and 27% of respondents stated a word that fell within the anticipation category. Some of the responses included excited, anticipatory, let's do this, curious, and want to return

- **Disgust:** 7% of responses and 12% of respondents stated a word that fell within the disgust category. Some of the responses included disappointed, cautious, skeptical, complacent, unsafe, and negative
- **Fear:** 28% of responses and 52% of respondents stated a word that fell within the fear category. Some of the responses included nervous, stressed, worried, anxious, scared, and concerned
- **Sadness:** 15% of responses and 27% of respondents stated a word that fell within the sadness category. Some of the responses included lonely, depressed, sad, pessimistic, and disconnected
- **Surprise:** 15% of responses and 27% of respondents stated a word that fell within the surprise category. Some of the responses included apprehensive, overwhelmed, confused, uncertain, and eager
- **Trust:** 3% of responses and 6% of respondents stated a word that fell within the trust category. Some of the responses included ready, determined, supported, appreciative, and prepared

We communicated results out on September 2, 2020, with a text to registered users:

On Aug 20 we asked you to describe your feelings about the new semester. The top 3 emotions you shared were: Excited, Anxious, Nervous <https://go.wm.edu/21mbbM>

Clarity on Permissible Campus Behaviors Question

Our next question, planned for distribution on September 3, 2020 is:

How clear are you on what behaviors and activities are permitted within the W&M community?

1. *Not at all*
2. *Somewhat*
3. *Considerably*
4. *A great deal*

Expanding the Audience: Soon to be Available for Faculty and Staff

Consistent with the Provost's desire for a mechanism to seek input on critical topics from all members of the university community, the Workgroup is working with IT to expand *W&M&You* capabilities so that we may register and poll faculty and staff. Contact lists will be structured so that different questions can be sent to students, faculty, and staff as appropriate.

Expanding the Reach and Ease of Access: Website and Mobile App

W&M&You recently reached 500 registered users! We are also building a page under the Provost's Office website to house the climate app, create easy opt-in access for students, faculty and staff, and to communicate results. Our objective is to expand participation and engagement from all members of our university community. Once the webpage is active, we will also be able to place *W&M&You* on the William & Mary mobile app for easy access. We anticipate that the webpage will be made public sometime during the week of September 7, so look for the following widget soon!

