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Nudge⁴ Solutions Lab

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Charlottesville, VA 22904

CURRENT POSITIONS

Newton and Rita Meyers Associate Professor in the Economics of Education, University of Virginia (2019 – present).

Founder and Director, [Nudge⁴ Solutions Lab](http://nudge4.org), University of Virginia (2016 – present).

Executive Committee, University of Virginia Data Science and Education Collaboratory (2020 – present).

Faculty Director, University of Virginia – US Army Office of Economic and Manpower Analysis Partnership On Veterans Education (2014 – present).

HONORS AND RECOGNITIONS

Presidential Early Career Award for Scientists and Engineers (2019)

University of Virginia Collaborative Public Service Award (with Jim Wyckoff, Daphna Bassok, and Luke Miller) (2019)

University of Virginia Distinguished Faculty Speaker (2018)

Recognized by Washington Monthly as one of the 16 Most Innovative People in Higher Education (2016).

AERA Reviewer of the Year Award (2016).

Winner (with College Forward), Coalition for Evidence-Based Policy National Competition for Low-Cost Randomized Trials in Public Policy (June 2015).

Winner (with Bottom Line), Coalition for Evidence-Based Policy National Competition for Low-Cost Randomized Trials in Public Policy (July 2014).

National Academy of Education/Spencer Foundation Dissertation Fellowship (2013-2014).

Jack Kent Cooke Foundation Dissertation Fellowship (2013-2014).

K. Patricia Cross Future Leaders Award, The American Association for Colleges and Universities (2012).

JOURNAL ARTICLES

Barr, A.C., Bird, K.A., & Castleman, B.L. (forthcoming). The Effect of Reduced Student Loan Borrowing on Academic Performance and Default: Evidence from a Loan Counseling Experiment. *Journal of Public Economics*.

- Bird, K.A., Castleman, B.L., Mabel, Z., Song, Y. (forthcoming). Bringing Transparency to Predictive Analytics: A Systematic Comparison of Predictive Analytics Methods in Higher Education. *AERA: Open*.
- Castleman, B.L., Murphy, F.X., Patterson, R.W., and Skimmyhorn, W.L. (forthcoming). Nudges Don't Work When the Benefits Are Ambiguous: Evidence from a High-Stakes Education Program. *Journal of Policy Analysis and Management*.
- Avery, C., Castleman, B.L., Long, B.T., & Page, L.C. (forthcoming). Digital Messaging to Improve College Enrollment and Success. *Revise and Resubmit at Economics of Education Review*.
- Bird, K.A., Castleman, B.L., Denning, J.D., Goodman, J., and Lamberton, C. (2021). Nudging At Scale: Experimental Evidence From FAFSA Completion Campaigns. *Journal of Economic Behavior and Organization*, 183: 105-128.
- Castleman, B.L., Patterson, R., and Skimmyhorn, W. (2020). Benefits Left on the Table: Behavioral Interventions and Consumer Financial Protections. *Economics of Education Review*, 78.
- Castleman, B.L., & Meyer, K. (2020). Can Text Message Nudges Improve Academic Outcomes in College? Evidence from a Rural State Initiative. *Review of Higher Education*, 43(4): 1125-1165.
- Page, L.C., Castleman, B.L., & Meyer, K. (2020). Customized Nudging To Improve FAFSA Completion and Income Verification. *Educational Evaluation and Policy Analysis*, 42 (1): 3-21.
- Barr, A.C., and Castleman, B.L. (2019). Exploring Variation in College Counselor Effectiveness. *American Economic Association Papers and Proceedings*, 109: 227-231.
- Page, L.C., Kehoe, S., Castleman, B.L., & Sahawedo, G.A. (2019). More Than Dollars for Scholars: The Impact of the Dell Scholars Program on College Access, Persistence, and Degree Attainment. *Journal of Human Resources*, 54(3): 683-725.
- Castleman, B.L., and Meyer, K. (2019). Financial Constraints and Collegiate Student Learning. *Daedalus*, Fall 2019.
- Castleman, B.L., Murphy, F.X., and Skimmyhorn, W. (2019). Marching Across Generations? An Analysis Of The Benefits Transfer Provision Of The Post-9/11 GI Bill. *Journal of Human Capital*, 13(3): 410-433.
- Castleman, B.L., Long, B.T., & Mabel, Z.A. (2018). Can Financial Aid Help to Address the Growing Need for STEM Education? The Effects of Need-Based Grants on the Completion of Science, Technology, Engineering and Math Courses and Degrees. *Journal of Policy Analysis and Management*, 37(1): 136-166.
- Castleman, B.L., and Page, L.C. (2017). Parental Influences on Postsecondary Decision-Making: Evidence from a Text Messaging Experiment. *Educational Evaluation and Policy Analysis*, 39(2): 361-377.

- Castleman, B.L., & Goodman, J. (2017). Intensive College Counseling And The College Enrollment Choices Of Low Income Students. *Education Finance and Policy*, 13(1): 19-41.
- Castleman, B. L., Meyer, K., & Sullivan, Z. (2017). Nudging Students Beyond the FAFSA: The Impact of University Outreach on Financial Aid Behaviors and Outcomes. *Journal of Student Financial Aid*, 47(3).
- Castleman, B.L., Haskins, R., Akers, B., Baron, J., Dynarski, S., Farran, D., Feldman, A., Jones, D., Keyes, B., Maynard, R., Sirinides, P., & Zinman, J. (2017). Behavioral Science and Policy: Implications for Education. *Behavioral Science and Policy* 3(1): 43-50.
- Castleman, B.L., & Long, B.T. (2016). Looking Beyond Enrollment: The Causal Effect Of Need-Based Grants On College Access, Persistence, And Graduation. *Journal of Labor Economics*, 34(4): 1023-1073.
- Castleman, B.L., & Page, L.C. (2016). Freshman Year Financial Aid Nudges: An Experiment To Increase FAFSA Renewal And College Persistence. *Journal of Human Resources*, 31(51): 389-415.
- Castleman, B.L., & Bird, K.A. (2016). Here Today, Gone Tomorrow? Investigating Rates And Patterns Of Financial Aid Renewal Among College Freshmen. *Research in Higher Education*, 57(4): 395-422.
- Castleman, B.L., & Page, L.C. (2015). Summer Nudging: Can Personalized Text Messages And Peer Mentor Outreach Increase College Going Among Low-Income High School Graduates? *Journal of Economic Behavior and Organization*, 115: 144-160.
- Castleman, B.L., Owen, L., & Page, L.C. (2015). Stay Late Or Start Early? Experimental Evidence On The Benefits Of College Matriculation Support From High Schools Versus Colleges. *Economics of Education Review*. 47: 168-179.
- Arnold, K.C., Castleman, B.L., Chewning, A., & Page, L.C. (2015). Advisor And Student Experiences Of Summer Support For College-Intending, Low-Income High School Graduates. *Journal of College Access*, 1(1): Article 3.
- Castleman, B. L. & Page, L. C. (2015). Beyond FAFSA Completion, *Change, January / February*: 28 – 35.
- Castleman, B.L., Page, L.C., & Schooley, K. (2014). The Forgotten Summer: Mitigating Summer Attrition Among College-Intending Low-Income High School Graduates. *The Journal of Policy Analysis and Management*, 32(2): 320-344.
- Castleman, B.L, and Page, L.C. (2014). Leveraging Behavioral Insights To Improve Postsecondary Outcomes. *Better: Evidence-Based Education*, 6(3): 10-11.
- Castleman, B.L., & Page, L.C. The Not-So Lazy Days Of Summer: Experimental Interventions To Increase College Entry Among Low-Income High School Graduates. *New Directions for Youth Development*, 2013 (140): 77-97.

Castleman, B.L., & Page, L.C. (2013). A Trickle Or A Torrent? Understanding The Extent Of Summer Melt Among College-Intending High School Graduates. *Social Science Quarterly*, 95(1): 202-220.

Castleman, B.L., Arnold, K.D., & Wartman, K.L. (2012). Stemming The Tide Of Summer Melt: An Experimental Study Of The Effects Of Post-High School Summer Intervention On College Enrollment. *The Journal of Research on Educational Effectiveness* 5(1): 1 – 18.

Arnold, K.D., Fleming, S., Deanda, M.A., Castleman, B.L, Wartman, K.L., & Price, P. (2009). The summer flood: The Invisible Gap Among Low-Income Students. *Thought and Action*, Fall 2009: 23-34.

Manuscripts under review

Mabel, Z., Castleman, B.L., and Bettinger, E. “On Target(ing): Experimental Evidence on the Use of Predictive Analytics to Increase College Completion.” *Revise and Resubmit at Journal of Policy Analysis and Management*.

Meyer, K.A., Bird, K.A., and Castleman, B.L. “Stacking the Deck for Employment Success: Labor Market Returns to Stackable Credentials.” *Revise and Resubmit at The Journal of Human Resources*.

Bird, K.A., Castleman, B.L., Fischer, B., & Skinner, B. “Who Should Re-enroll in College? The Academic and Labor Market Profile of Adults with Substantial College Credits But No Degree.” *Revise and Resubmit at Educational Evaluation and Policy Analysis*.

Kim, B., Bird, K.A., and Castleman, B.L. “Crossing the Finish Line But Losing the Race: Socioeconomic Inequalities in Labor Market Outcomes.” *Revise and Resubmit at Education Finance and Policy*.

Bird, K.A., Castleman, B.L., and Lohner, G. “Negative Impacts From the Shift to Online Learning During the COVID-19 Crisis: Evidence from a Statewide Community College System.” *Under review*.

Page, L.C., Goldrick-Rab, S., Sacerdote, B., Castleman, B.L., & Seftor, N. “Financial Aid Nudges: A National Experiment to Increase Retention of Financial Aid and College Persistence.” *Under review*.

Working papers

Castleman, B.L., and Sullivan, Z. “Cash for College Apps: The Effects of Conditional Cash Transfers on Selective College Enrollment.”

Sullivan, Z., Castleman, B.L., and Bettinger, E. “The Effect of Virtual Advising on College Choice: Evidence from a National Field Experiment.”

Barr, A.C., and Castleman, B.L. “Advising Students To and Through College: Experimental Evidence from the Bottom Line Advising Program.”

Bird, K.A., Castleman, B.L., & Kim, B. “Pathways to Success: Analyzing Program-level Heterogeneity in Broad Labor Market Outcomes for a State Community College System.”

Columns and Op-Eds

- Bird, K.A., Castleman, B.L., Mabel, Z., and Song, Y. Big Data on Campus. *Education Next*. Summer 2021.
- Flaschen, K. and Castleman, B.L. The Road Back to College Is Paved with Barriers, but Behavioral Science Can Help Smooth the Way. *The Behavioral Scientist*. September 7, 2020.
- Brown, C., Flaschen, K., and Castleman, B.L. Behavioral Science and ‘Nudging’ Research can Help Students Succeed in Classes Suddenly Moved Online. *Medium*, April 20, 2020.
- Castleman, B.L. and Choe, A. Can Outcomes-Based Funding Support Evidence-Based College Success Programs? *The Brookings Institution Brown Center Chalkboard*, September 24th, 2019.
- Castleman, B.L. Fifty Cents or Five Thousand Dollars? *The Behavioral Scientist*. June 6th, 2017.
- Castleman, B.L., and Rickard, J. Why Do High School Seniors Leave so Much Federal Money on the Table? *The Hechinger Report*, May 2nd, 2017.
- Castleman, B.L. Bringing Mentoring Models into the 21st Century. *Getting Smart*. April 27th, 2017.
- Lamberton, C., and Castleman, B.L. Nudging in a Sludge-Filled World. *Huffington Post*, September 30th, 2016.
- Castleman, B.L. The First Lady’s New Tool for Students: Up Next. *United States Department of Education blog*. September 29th, 2016.
- Castleman, B.L. How Texting Can Change the Way First Generation Students Experience College. *Education Post*. September 6th, 2016.
- Castleman, B.L. and Skillman, J. Learn to Ad: Madison Avenue Strategies to Strengthen School Communication. *The Brookings Institution Brown Center Chalkboard*, September 6th, 2016.
- Lamberton, C., and Castleman, B.L. Nudge 2.0: A Broader Toolkit For Lasting Behavior Change. *Huffington Post*, May 24th, 2016.
- Castleman, B.L. & Sullivan, Z. How To Pay For Success In Higher Education. *The Brookings Institution Brown Center Chalkboard*, April 25, 2016.
- Castleman, B.L. Big Data, Meet Behavioral Science. *The Brookings Institution Brown Center Chalkboard*, March 10, 2016.
- Castleman, B.L. & Lamberton, C. This Holiday Season, Nudge Like The Private Sector Taught You. *The Brookings Institution Brown Center Chalkboard*, December 19, 2015.
- Castleman, B.L. Smart Phones: A Nudger’s Best Or Worst Friend? *The Brookings Institution Brown Center Chalkboard*, October 19, 2015.
- Castleman, B.L. When It Comes To Student Loans, There’s No Simple Nudge. *The Brookings Institution Brown Center Chalkboard*, September 1, 2015.

- Castleman, B.L. Knowing When To Nudge In Education. *The Brookings Institution Brown Center Chalkboard*, August 6, 2015.
- Castleman, B.L., Schwartz, S., and Baum, S. (2015). Apple's Lessons For Higher Ed Inequality. *Inside Higher Ed*, April 9, 2015.
- Castleman, B. L. & Page, L. C. (2014). Stymied On The Cusp Of College. *The Chronicle of Higher Education*, October 6, 2014.
- Castleman, B.L., & Page, L.C. (2014). From College-Intending To College-Attending: Understanding And Mitigating Summer Melt. *The Solutions Journal*, 5(2): 41 - 45.
- Castleman, B. L. & Page, L. C. (2014). Summer Melt—Who's At Risk And Why? Michael and Susan Dell Foundation blog, August 11, 2014.
- Castleman, B. L. & Page, L. C. (2014). Summer Melt—Six Low-Cost Tactics Help Students Stay On Track To College. Michael and Susan Dell Foundation blog, August 13, 2014.
- Castleman, B.L., Page, L.C., & Snowdon, A. (2013). SDP Summer Melt Handbook: A Guide To Investigating And Responding To Summer Melt. Harvard University: Strategic Data Project.
- Castleman, B.L., & Page, L.C. (2013). Can Text Messages Mitigate Summer Melt? *New England Journal of Higher Education*. May 2013.

SCHOLARLY BOOKS

- Castleman, B.L. (2015). *The 160-Character Solution: How Text Messages and Other Behavioral Strategies Can Improve Education*. Baltimore, MD: Johns Hopkins University Press.
- Castleman, B.L., & Page, L.C. (2014). *Summer Melt: Supporting Low-Income Students Through the Transition to College*. Cambridge, MA: Harvard Education Press.

EDITED VOLUMES

- Castleman, B.L., Schwartz, S., & Baum, S. (eds.). (2015). *Decision Making for Student Success*. New York, NY: Routledge Press.

BOOK CHAPTERS

- Castleman, B.L. (2015). Prompts, Personalization, and Pay-offs: Strategies to Improve the Design and Delivery of College and Financial Aid Information. In Castleman, B.L., Schwartz, S., & Baum, S. (eds.). *Decision making for student success*. New York, NY: Routledge Press.
- Castleman, B.L. (2018). Behavioral Insights to Guide Federal Education Policy. In Baum, S. (ed.) *Memos to the President On Higher Education*. Urban Institute.
- Castleman, B.L. & Meyer, K. (2018). Nudges, Norms, and Navigation: Behavioral Insights to Improve Student Success. In Feldman, R. (eds.). *The First Year of College: Research, Theory, and Practice on Improving the Student Experience And Increasing Retention*. Cambridge University Press.

GRANTS

Investigating the Relationship Between Participation In A Technology Upskilling Program And Adult Employment Outcomes. Principal Investigator. America Achieves. \$279,500. (2020-2022).

Nudge Strategies to Improve Postsecondary Outcomes in Hawaii. Principal Investigator.

- Hawaii P-20 System. \$165,000. (2020-2021).
- Castle Foundation. \$225,000. (2019-2021).

State Partnerships to Drive Educational and Economic Opportunity. Principal Investigator.

- Lumina Foundation. \$930,000. (2019-2021).
- Overdeck Family Foundation. \$300,000. (2019).

Nudges to the Finish Line: Experimental Interventions To Prevent Late College Departure. Principal Investigator. The Institute for Education Sciences. \$3,953,422. 2016 – 2020.

Investigating the Efficacy Of Virtual College Advising. Principal Investigator. Bloomberg Philanthropies. \$1,125,000. 2014-2023.

Virginia Policy Partnerships Collaborative. Co-Principal Investigator with Daphna Bassok, Anita McGinty, Amanda Williford, and Jim Wyckoff. \$998,895. The University of Virginia Strategic Investment Fund. (2019-2022).

Behavioral Insights to Promote Library Engagement. Principal Investigator. The Heckscher Foundation for Children. \$400,000 (fiscal agent: Brooklyn Public Library). (2019-2020).

The Nudge⁴ Solutions Lab. Principal Investigator.

- Carnegie Corporation of New York. \$400,000. 2016-2017.
- The Heckscher Foundation for Children. \$500,000. 2016-2020.
- Curry School of Education IDEAS grant. \$10,000. 2016.

Behavioral Strategies to Improve Employment Outcomes. Co-Principal Investigator. The Laura and John Arnold Foundation. \$299,843. (Fiscal agent: Texas A&M University). 2016 – 2019.

Improving Prisoner Re-Entry Outcomes Through Large-Scale Behavioral Interventions. Co-Principal Investigator.

- The Koch Foundation. \$455,000. 2016 – 2019.
- JPAL-North America. \$117,999. 2016-2018.

Large Scale Outreach to Promote Early FAFSA Submission and Informed College Search. Principal Investigator. The Kresge Foundation. \$500,000. 2016 – 2018.

Financial Aid Nudges: A National Experiment to Increase Retention of Financial Aid and College Persistence (using NPSAS:16 data). Co-Principal Investigator. The Institute for Education Sciences. \$3,499,999 (Fiscal agent: Wisconsin HOPE Lab). 2016 – 2020.

Research-Philanthropy Collaboration To Increase The Rigor Of Grantees' Evaluation. Principal

Investigator. The Centerbridge Foundation. \$250,000. 2016-2019.

Personalized Postsecondary Information For US Army Service Members. Principal Investigator. 2014-2017.

- The Kresge Foundation. (\$140,000).
- The Lumina Foundation. (\$128,500).
- The Heckscher Foundation for Children. (\$138,074).
- The Spencer Foundation. (\$43,617).

National Nudge Campaign To Improve College Affordability And FAFSA Completion. Principal Investigator. 2015-2016.

- Michael and Susan Dell Foundation. \$324,321 (Fiscal agent: The Common Application).
- Laura and John Arnold Foundation. \$110,626.
- Heckscher Foundation for Children. \$165,000 (Fiscal agent: The Common Application).

Long-Term Evaluation Of Intensive College Advising Programs. Principal Investigator. Bottom Line. \$105,689. 2014-2021.

Improving Loan Borrowing And Repayment Decisions Among Community College Students. Principal Investigator. The Lumina Foundation. \$130,000. 2014-2016.

Digital Messaging to Improve College Enrollment and Success. Co-Principal Investigator. Institute for Education Sciences. \$3,499,999 (Fiscal agent: Harvard University). 2014-2018.

Study of a Statewide Pilot of a Personalized Text Messaging Intervention to Increase College Enrollment.” Co-Principal Investigator. 2014-2016.

- The Bill and Melinda Gates Foundation. (\$224,295).
- The Great Lakes Foundation. (\$74,992).

FAFSA Completion and Income Verification for College-Intending Low-Income Students. Co-Principal Investigator with Lindsay Page. The Bill and Melinda Gates Foundation. \$119,957 (Fiscal agent: University of Pittsburgh). 2014-2016.

Text Messaging Interventions To Increase Postsecondary Matriculation And Retention. Co-Principal Investigator with Adam Green and Jessica Kennedy. The Kresge Foundation. \$225,000 (Fiscal agent: West Virginia Higher Education Policy Commission). 2013-2016.

TEACHING

What the Innovators Do: Strategies to Transform the Lives of Youth (EDLF 2050). University of Virginia. (2015 - 2020).

US Education Policy. University of Virginia (EDLF 6080). (2014, 2015).

POLICY ENGAGEMENTS

Affiliate, Behavior Change for Good Initiative (2019—present).

Affiliate, Wilson Sheehan Lab for Economic Opportunity (2018-present).

J-PAL North America Special Invited Researcher (2017 – present).

Academic Affiliate, ideas42 Behavioral Design Lab (2013 – present).

Invited Moderator, Behavioral Science Insights and Evidence-based Policymaking panel, White House Social and Behavioral Sciences Conference (September 2016).

Witness, United States House of Representatives Labor-Health and Human Services-Education Subcommittee Oversight Hearing on Closing the Achievement Gap in Higher Education (March 2015).

Presenter and participant, White House Summits on Increasing College Opportunity for Low-Income Students (January and December 2014).

PROFESSIONAL SERVICE

Technical Review Panels and Working Groups; Federal Policy Convenings:

- United States Department of Education Technical Review Panel: White House College Scorecard
- United States Department of Education Technical Review Panel: Baccalaureate and Beyond National Longitudinal Survey
- United States Department of Education Meeting on Low-Cost Technological Interventions and Rapid Turnaround Evaluations
- United States Department of Education Loan Counseling Convening
- United States Department of Education Income Based Repayment Survey Development Group
- United States Department of Labor Technical Working Group: Development of an Evidence-Based Navigator Model for Opportunity Youth

Advisory Board, New York City Community College Innovation Fund

Editorial Boards: *Education Evaluation and Policy Analysis*

Manuscript reviewer: *American Economic Review; American Economic Journal: Applied Economics; American Economic Journal: Economic Policy; Economics of Education Review; Economic Inquiry; Education Finance and Policy; Educational Evaluation and Policy Analysis; Educational Policy; Journal of Economic Literature; Journal of Human Resources; Journal of Policy Analysis and Management; Journal of Public Economics; Quarterly Journal of Economics; Research in Higher Education; Review of Economics and Statistics; Sociology of Education; Southern Economic Journal.*

Grant Proposal Reviewer: *The Smith Richardson Foundation; The Spencer Foundation; The W.T. Grant Foundation; JPAL North America*

Conference Proposal Reviewer: *Society for Research on Educational Effectiveness; Association for the Study of Higher Education*

UNIVERSITY SERVICE

School of Education representative to the UVA Faculty Senate (June 2019-present)

University search committee for the vice provost of enrollment (2019-2020)

University committee on public interest technology (2019).

University working group on increasing bachelor's degree attainment in Virginia (2019).

School of Education search committee for the EDLF department faculty chair (2019).

Batten School Admissions committee (2018-2020).

Co-chair, third year review committee, Batten School (2019-2020).

Co-chair, promotion committee, Batten School (2018).

Promotion committee, economics department (2019).

School of Education search committee for the Newton and Rita Meyers Professorship in the Economics of Education (2015-2016).

Scientific Advisory Board, Jefferson Education Accelerator (2015 – 2016).

Faculty director, University Admissions/Student Financial Services text campaign to increase financial aid application and college matriculation (2014 – 2015)

Faculty co-director, University Human Resources Employee College Match program (2014-2015).

Presidential Task Force on Financial Aid (2013-2014).

EDUCATION

Ed.D., Harvard Graduate School of Education (2013)

Concentration in Quantitative Policy Analysis

Qualifying Paper: “Looking Beyond Enrollment: The Causal Effect of Need-Based Grants on College Access, Persistence, and Graduation.”

Committee: Bridget Terry Long (chair), Richard Murnane, and John Willett

Dissertation: “Assistance in the 11th Hour: Experimental Interventions to Mitigate Summer Attrition among College-Intending High School Graduates.”

Dissertation Committee: Bridget Terry Long (chair), Christopher Avery, Thomas Kane, and Lawrence Katz

A.B., Honors, Brown University, Environmental Studies (2000).

Honors thesis: “Who Wants Wilderness? Adolescents’ Perceptions of the National Parks.”