

# Student Communications Policy- Text Messaging

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## Nanook Navigator Text Messaging Policy

### Overview:

The Nanook Navigator platform offers text messaging functionality that can be used on a case by case basis to communicate with students and/or across the board for appointment reminders. We plan to utilize this functionality beginning Spring 2020. Students will receive messages from Nanook Navigator to their provided cell phone number in UAOnline. Messages will be sent to their UAOnline preferred email address if there is not a valid cell phone number or they have opted out of texting in Nanook Navigator. Students who have opted out of text messaging in UAOnline will also receive an email in lieu of a text.

### Designated Users:

- Academic administrators
- Enrollment and student services administrators and designated staff
- Faculty and staff advisors

### Purpose:

- Academic purposes only to support advising and student success initiatives.
- Messages should be timely and used in cases that nudge a student to action, provide support to congratulate a student for an achievement (degree progress, grades, etc.)

### Use Cases:

- Academic advising
- Graduation advising
- Probation advising
- Appointment campaigns
- Registration campaigns
- Student success and retention campaigns

Messages must NOT be used for the following:

- Communicating personal or confidential information.
- Personal matters (e.g., items for sale, farewell messages).
- Sending any messages containing social security numbers, passwords, credit card numbers or any FERPA-protected data. These are strictly prohibited.

### Crafting Messages:

Text messages have a 160-character limit

- Use a website or tiny url if you need to refer students to a longer message

All messages must include an identifier, so recipients know who the message is from.

- For example: Hi Sarah! This is your advisor, Ms. Williams. Spring registration starts next week. Please schedule a time to meet with me.

Content of messages should be timely and action-oriented

- Good Situational Example: Graduation application deadline is March 1. It is February 15 and you have a group of students who have not yet applied. Text messaging (nudge/reminder) is appropriate due to time sensitivity and use for graduation.
- Bad Situational Example: You want to make sure your probation students are aware of withdrawal deadline. The withdrawal deadline is March 22- it is February 1. An email may be more appropriate

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## Nanook Navigator Text Messaging Policy, continued

### Crafting Messages:

#### Naming Conventions (as quick identifiers in intro or throughout text)

- o Examples: SOM, RSS, CLA, CNSM, DMVS, Registrar, Academic Advising Center, Tutoring, etc.
- o Example: From RSS Advisor-- Message, "This is from RSS: all registration is still open, check your email for appointment scheduling instructions."
- o Example: Message, "This is the AAC, withdrawal deadline approaching (2/1/2019). Reply to schedule an appointment with your advisor."

### Examples of Text Messages

