

Texting Policy & Guidelines

This document summarizes the functionality and guidelines for texting in the platform. Questions and training-related concerns can be directed to Joshua Rumley at joshuarumley@sfsu.edu.

Navigator Text Messaging Overview

- Text messages are limited to 160 characters or less.
- All text messages sent via Navigator will be saved to a student's conversation record and are viewable by any user with the appropriate permission. All text messages sent are also saved to the user's conversation record and are viewable by select users with the appropriate permission.
- Navigator will send the text message to the cell phone number listed for the student in Campus Solutions. This information is gathered during the application process so it can be inaccurate.
- Unique to Long Codes (Phone Number) (**less than 100 recipients**):
 - Students will be able to reply to text messages for up to 90 days. If there is any text response in the chain, the 90-day clock resets.
 - The user that initiated the text can **only** respond through the Navigator as either a text or email.
 - The sender will also receive the message in their campus email but will receive an error if they respond to it there.
- Unique to Short Codes (Short Number) (**100 or more recipients**):
 - Recipients cannot respond to text messages. If they do, they will receive a message saying it was not received.
 - Automated text message appointment reminders are sent via Short Code.
 - Students can opt-out. If they do, all short code messages will be sent as an email.

Users Who Can Text Students

- Advising Leads
- Staff Advisors
- One member from the Enrollment Operations Committee designated by Senior AVP Lynch

Text Message Guidelines

- All text messages must include a greeting to include name of individual/office sending text message.
- All text messages must have a clear call to action.
- Text messages should be used sparingly and not as a replacement for email.
- Text messages should not be used to market student or campus events.
- Text messages should not contain sensitive academic information.
- Text messages can be used to acknowledge receipt of a document.
- Text messages can be used to support other forms of communication.
- Text messages can be used to follow-up after an appointment, confirming the student took action.
- Text messages can be used for nudging a student to move forward on a previously discussed action/item.
- Text messages can be used for congratulating student achievements.

- Text messages can be used to encourage students to visit or schedule an appointment with an advisor.
- Text messages can be used to alert students of final deadlines.
- Text messages can be used to prompt administrative action necessary for continued enrollment.

Text Messaging Review

- Periodic reviews of text message frequency will occur.
- Students may opt-out of receiving text message communication. If a student opts out of receiving text messages, they will receive all future text messages as an email.

***We will work with the user's direct supervisor if the texting function is being misused. The permission to text students will be revoked if user abuses feature. **

Advising Leads/Staff Advisor Text Messaging Information and Formatting Guidelines

Texting Scope
<ul style="list-style-type: none"> • Advisors from the Undergraduate Advising Center (UAC) and the Educational Opportunity Program (EOP) may send texts to their student caseload. • College Specialists, Retention Specialists, Graduation Specialists, college-based advisors, and advising leads may send texts to students pursuing programs in their respective colleges or student support programs. • The designee from the Enrollment Operations Committee may send texts as approved by the committee and/or Senior AVP Lynch.
Individual Texts to Students
<ul style="list-style-type: none"> • Users with the advisor or advising lead role may send individual texts to students as needed to support their advising practice. • Individual texts should be used to address an urgent call to action for the student's success. • "Urgent Messages" are defined as retention-related, including re-enrollment, and critical reminders that have been 'ignored' by the student and require immediate action.
Group Text to Students
<ul style="list-style-type: none"> • Users need to discuss their plans for group texts with their supervisors and include the group texts in their campaign calendars. • Users with the advisor or advising lead role are limited to one group text per week. A group text is defined as a communication sent to more than one student at a time. • Group texts can be used to encourage a response to an appointment or workshop campaign, but only as a last resort after sending email message reminders via Navigator.

Examples of Properly Formatted Text Messages

When possible, include a greeting AND ALWAYS name of individual/office sending message:	Hi David, This Sam White from the Undergraduate Advising Center...
Acknowledging receipt of a document:	Hi Carlos, This is Jose Martinez from the Advising Resource Center. Just letting you know that we received your waiver form.
To support other forms of communication:	Mark, Your response is needed by tomorrow! Please reply to the message sent to your SF State email on 9/1. Thanks! Claire Smith, Ethnic Studies Advising Center
To encourage students to schedule an appointment:	Hi Martina, Please use this link to make an appointment ASAP. I am following up on an email sent on 4/5. Tasha Jones, Advisor, Student Resource Center
To nudge a student into a previously discussed action:	Andrea, This is Ally Gator, your EOP advisor. Remember to apply for graduation by April 5 th . Please reply to this text to let me know once you've applied.
Congratulating a student achievement:	CONGRATULATIONS Madeline!!! Great job on being awarded the Hittner Scholarship! Ally Gator, Advisor- LFCoB Student Success Center
Follow up from an appointment:	Hi Joshua, Did you have any follow up questions about SPR 2021 courses after speaking with your major advisor? Michelle Lee, CoSE Success Center

