



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 320 characters or less.
- All text messages sent via Navigator will be saved to a student's conversation record and are viewable by any faculty/staff with the appropriate permission. All text messages sent are also saved to the faculty/staff conversation record and are viewable by other faculty/staff with the appropriate permission.
- Navigator will send the text message to the cell phone number listed for the student in Campus Solutions. Please note, this phone number is gathered during the application process so it may not be up to date.
- Students who do not wish to receive text messages can opt-out. It gives the students the option when they receive a text message. If they opt out, any future text messages will be sent as an email.
- 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 person that initiated the text can **only** respond through 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.

Users Who Can Text Students

- Advising Leads
- Staff Advisors
- Tutor Leads
- Faculty Chairs
- Designated members of Enrollment Management.

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 cannot be used to market campus-wide events.
- Text messages cannot 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

- Text messaging will be monitored on a monthly basis to ensure faculty/staff are following these guidelines.
- **We will work with the faculty/staff members direct supervisor if the texting function is being misused. The permission to text students will be revoked if the faculty/staff member fails to follow these guidelines.**

Text Messaging Information and Formatting Guidelines

Texting Scope
<ul style="list-style-type: none">• Advisors and Advising Leads from the Undergraduate Advising Center (UAC) and the Educational Opportunity Program (EOP) may send text messages to students in their caseloads or those assigned to their college advising teams.• Tutor Leads can text students who belong to their programs (EOP, SOAR TRIO, & Metro), and if students have attended or have scheduled appointments at their location (TASC).• Department Chairs can text students from their academic programs (majors/minors/certificate)• Associate/Assistant Deans can text students from their colleges.• Designees from the Enrollment Management may send texts as approved by Senior AVP Lynch.
Individual Texts to Students
<ul style="list-style-type: none">• Staff 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 overlooked by the student and require immediate action.
Group Text to Students
<ul style="list-style-type: none">• Staff should discuss their plans for group texts with their supervisors and include the group texts in their campaign calendars.• Staff 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 Educational Opportunity Program. 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, the Undergraduate Advising Center.
To encourage students to schedule an appointment:	<i>Hi Martina, Please make an appointment with one of the chemistry faculty advisors soon. We want to meet with you about your elective selection for next semester. Check your SF State email for more info. Nancy Gerber, Faculty Advisor, Chemistry</i>
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- Undergraduate Advising Center.
Follow up from an appointment:	Hi Joshua, Did you have a chance to consider the research opportunities I shared with you when we met last week? Email me if you want to discuss these further. Luis Alvarez, Biology Faculty Advisor, lalvarez@sfsu.edu