

## 3357:13-19-10 Text Messaging for Non-emergency Communication

### (A) Purpose

- (1) North Central State College employs the Buckeye Alert system to notify students, faculty and staff of emergency situations, campus closures, etc.
- (2) This policy covers the use of text messaging for other non-emergency communication with students and prospective students through the Student Services Division.

### (B) Guiding Principles

- (1) Text messaging is not an official form of communication with students. Official communication must be in the form of a letter delivered via U.S. Postal Service or email through the student's NC State email account.
- (2) Text messages will only be sent to those who have not opted-out of the service.
- (3) Text messages should be topical, timely, and deemed appropriate for the individual or group to which the message is intended. Best practice suggestions are included in procedures 3357:13-19-101.
- (4) A text message may be sent to an individual student or a group of students with similar needs and/or interests.
- (5) At this time, text messages will be sent as announcements only. The system is not intended to provide two-way conversations between the College representatives and students.

### (C) Responsibility

- (1) All costs associated with receiving a text message are the responsibility of the individual receiving the message. Opting-in to text messaging at North Central State College is free; however, standard text message rates from an individual's wireless carrier may apply.
- (2) The Mobile Communication Committee will provide oversight of the use of text messaging to students. The committee will maintain a mobile communication calendar, which includes messages and timing for recurring notifications tied to the enrollment calendar.

(D) Procedures.

For specific procedures on the utilization of text messaging for non-emergency communication, see procedures 19-101.

Effective: June 26, 2018

Next Review: June 1, 2023

Review Dates: 6/26/18