

BOARD POLICY (BPXXXX)**References:****Telephone Consumer Protection Act (47 U.S.C § 227)**

Mt. San Antonio College uses text messaging as an additional means of communicating with its community.

Text messages will be used by authorized college personnel to relay important information and time sensitive information, such as emergency notifications, registration appointments and financial aid.

Text messages will also be sent to faculty, staff and students through Emergency Alerts handled by the campus emergency notification system, following Mt. SAC's Emergency Operations Plan.

Text messages will clearly identify Mt. SAC as the sender and will not be used as the sole means of communicating important information.

Text messages must follow state and federal regulations, including the Telephone Consumer Protection Act (enacted in 1991 and updated in 2016), which restricts communication with people on the Do Not Call List, limits prerecorded calls, and limits communication to mobile phones using an auto-dialer.

ADMINISTRATIVE PROCEDURE (APXXXX)**Background**

Short Message Servicing (SMS), also known as text messaging, is an additional method of communication that Mt. San Antonio College (Mt. SAC) will use to communicate with the Mt. SAC community. SMS messaging will be utilized by authorized college personnel to relay important and time sensitive information. The college utilizes two systems for text messaging. One is for critical emergency information using the emergency notification system, which also blasts phone calls and emails. The second is for informational messages that are critical to students, such as student account issues, registration and financial aid.

Opt In, Opt Out Options for Informational Messages

Students AND employees? Others?
Individuals must opt-in to receive informational text messages. It is the individual's responsibility to ensure their mobile phone number is accurate. Their information can be updated anytime in the portal.

Although this service is free from Mt. SAC, charges from each recipient's cell phone provider for usage may apply. Recipients must contact their service provider for details.

Prospective students who have completed a community college admissions application via CCC Apply and opt-in to the receipt of informational text messages will receive text messages.

Mt. SAC students and employees can opt-in to receive informational text messages by logging into the portal to update their personal information, selecting the appropriate phone type(s), and providing a corresponding mobile phone number *Students may opt out in*

~~For Students:~~ Opting out can be done one of two ways. Users can log into the portal to update their personal information by selecting to inactivate or delete their mobile phone number. In addition, they can follow the opt-out procedures provided at the end of each text message.

Student recipients are automatically removed from the system after two consecutive semesters of inactivity.

Employees must opt out of informational messages by logging into the portal to update their personal information by selecting to inactivate or delete their Employee Text Message phone number.

Opt In, Opt Out Options for Emergency Messages

Emergency communications, which includes text messages, are coordinated through a separate system.

Students and employees opt-in to receive emergency text messages by logging into the portal and updating their Emergency Notification Information and providing a mobile phone number under the Text Phone field.

Students may opt out in

For Students. Opting out can be done one of two ways. Users can log into the portal to update their personal information by selecting to inactivate or delete their mobile phone number. In addition, they can follow the opt-out procedures provided at the end of each text message.

Student recipients are automatically removed from the system after two consecutive semesters of inactivity.

Employees must opt out of emergency messages by logging into the portal to update their personal information by selecting to inactivate or delete their Emergency Text Message phone number.

Procedures for Informational Text Messages

Non-emergency text messaging requests must be made by completing the "Text Request Form." Requests must be submitted via email to the helpdesk at helpdesk@mtsac.edu 48 hours in advance by a college administrator authorized by the president. Text messaging requests will be limited to Financial Aid, Instruction, and Admissions and Records announcements.

Messages should be no longer than 116 characters, should address a specific student population, and should direct students to a specific call of action, such as 'check your Mt. SAC portal' or 'go to www.mtsac.edu/bog for info'. When possible, abbreviations and text lingo should be kept to a minimum.

All text messages will end with a static opt out message, 'To end msgs txt XXSTOP.' The first two leading characters noted as 'XX' will denote the appropriate identifier (e.g., FA = Financial Aid, AR = Admissions and Records, etc.) specific to the administrative office sending the message so that recipients can identify its origin.

Authorized college administrators must abide by all other college policies and ensure:

- the message is valid
- the wording is appropriate
- the distribution list is accurate

Emergency Alerts will be handled by the campus emergency notification system, in compliance with Mt. SAC's Emergency Response and Evacuation Plan.

*List
People
Messages*

*SAME
Attach form*

*Fees?
Hold*

*Send us
list
(Smart Sheet)*

Considerations

Text messaging must not be used as the sole means of communicating an important message or announcement. The text message must be supplemented by some other means of communication, such as an email, portal announcement, or paper notice to ensure that all students, including those without a mobile phone, receive the message.

Text messaging must **not** be used for:

- general information to large populations such as “Winter session starts Tuesday!”
- repeat reminders of messages already circulated
- personal matters; “items for sale” or ‘congratulatory messages’

Care must be taken not to send messages too frequently or frivolously, as this may result in fewer students choosing to receive text messages.

Evaluation