



**Campus Administrative Policy**

**Policy Title: Text Messaging Policy**

Policy Number: Functional Area: **Office of the Registrar**

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Effective:  
Date Last Amended/Reviewed: June 3, 2019  
Date Scheduled for Review:

Approved by: Donald M. Elliman, Jr.  
Chancellor, University of Colorado Anschutz Medical Campus  
Dorothy A. Horrell  
Chancellor, University of Colorado Denver

Prepared by: Office of the Registrar  
Reviewing Office: Executive Vice Chancellor for Administration and Finance  
Senior Vice Chancellor for Administration and Finance

Responsible Officer: Vice Provost for Student Access and Achievement  
Applies to: University of Colorado Anschutz Medical Campus  
[University of Colorado Denver](#)  
University of Colorado South Denver Location

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**A. INTRODUCTION**

The University of Colorado Denver | Anschutz Medical Campus uses text messaging as an additional method of communication with students. Text messaging is used by authorized university officials to relay important and time sensitive information, such as emergency notification, campus closures, account information, academic advising, registration, and financial aid messages. This policy is designed to respect and maintain students’ right to privacy, while maximizing efficiency and effectiveness in communicating with students about important matters.

**B. GUIDING PRINCIPLES**

The University of Colorado Denver | Anschutz Medical Campus seeks to:

- Preserve texting as an additional channel for critical communication

- Keep texts to a minimum to ensure that students remain in the texting program and do not opt-out because of overuse
- Messages must be directly related to student safety or student academic success

### C. CATEGORIES OF MESSAGES

Texting is reserved for information which is considered critical, time sensitive, and/or related to student success. The following categories are permitted under this policy:

- Crisis, emergency, or significant disruptions to University operations, including ~~activates~~ ~~activites~~ which pose a threat to public safety, as determined by each of the campus' ~~es~~ Chief Financial Officers, CU Anschutz Chief of Police, and/or ~~his/her~~ ~~their~~ <sup>[JC1]</sup> designee(s).
- Information critical to student academic success, limited to academic advising notifications, account information, registration, and financial aid messages.
- Other critical messages determined by the Chancellor, Provost, or their designee(s).

Text messages should not be used for:

- General information to large populations
- Student group or student life communications
- Event reminders
- Repeat reminders of text messages already circulated
- Personal matters (e.g. items for sale)
- Solicitation

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

### D. OPT-IN/OPT-OUT FEATURE

At the beginning of each term, ~~Students~~ ~~students~~ are prompted to enter/verify their contact information for text alerts, but may access this information at any time through UCDAccess <sup>[SS2]</sup> in order to make corrections. <sup>[JC3]</sup> ~~students~~ ~~Students~~ must be given the opportunity to opt-in or opt-out to receive academic advising texts, account information texts, registration texts, and financial aid texts at any time for either internal or third-party systems.

University officials authorized to send text messages must make sure their list is up-to-date and accurate.

Student's that have left the University and are still receiving messaging, can opt-out of future communication through an online form found here <sup>[link]</sup> <sup>[LEL4]</sup> <sup>[JC5]</sup> <sup>[SS6]</sup> <sup>[JC7]</sup>

### E. MASS TEXT APPROVERS

Mass text messages in this section will be defined as texts sent to a predetermined group of persons with whom the sender is not in direct, personal contact on a regular basis. The following chart outlines the University approved officials to send text messages.

Authorized Officials	Audience/content <sup>[SS8]</sup>
Bursar's Office	Billing
Financial Aid Office	Financial Aid
Registrar	Registration Information
Student Success/Anschutz Schools/Colleges <sup>[JC9]</sup>	Academic Success reminders, advising reminders
Campus Safety	Emergency and Campus Closures

Prior to mass text messages being sent, approval is required by:

- The applicable Denver|Anschutz Chief Financial officer. (Emergency Alert messages only)
- Provost or his/her Provost's designee (All non-emergency mass texts)

University officials must ensure the text message is valid and in compliance with the Text Messaging Policy, the wording is appropriate, and the contact list is correct and up-to-date.

For non-emergency text messages, individuals wanting to send out a mass text message must complete the "Text Request Form" [\[link\]](#), submit for approval one week in advance, and receive approval prior to the messages being sent. All non-emergency mass text messages, must also be approved by the Registrar or his/her the Registrar's designee in addition to the Authorized Officials above. <sup>[JC10]</sup> Furthermore, non-emergency text messages must:

- Be no longer than 160 characters and should include essential points or call to action and instruction, e.g. 'check your email for full details'.
- Abbreviations and text lingo should be kept to a minimum
- All messages must be tagged with the appropriate identifier, e.g. school or administrative office, so that the recipient of the text can see where it originated.
- <sup>[JC11]</sup>

## F. THIRD-PARTY VENDORS

Departments and offices may use a third-party vendor to send individual or mass text messages subject to the above requirements and approvals. This includes that the third party vendor:

- Ensure they have an up-to-date list of students who have authorized the use of text as a form of communication
- Provide an opt-out-process
- Has been reviewed by the Office of Information Technology to ensure appropriate security/safety has been met.
- Agree to only contact students for the University's messages and not solicit to students.
- Agree to not share student contact information and destroy any record of students' contact information<sup>[JC12]</sup> that have opted-out of future communication.