Benedictine College
Navigate Text Messaging Policy

The Navigate system has an integrated communications function that makes texting students simple. However, to avoid "text fatigue" it is important to limit texting to specific situations in which time is of the essence and student action is required.

Parameters:

- Academic purposes only.
- Messages should be limited to cases that require an urgent action to be completed by the student within a clearly defined time frame.

Some example of use cases:

- Drop/withdrawal deadline within a week; student in academic difficulty in one or more classes
- Student needs to complete a necessary action (adding a class, applying for graduation, filing an appeal, etc.) within a week
- Student has been flagged for excessive absence or other academic difficulty and has been unresponsive to email; needs to make appointment in SSC within 72 hours

Crafting Messages

- Text messages have a 160-character limit
    - The message should identify the sender (This is Mrs. Wilcox from the SSC) and the action to be taken (please call 360-7965 to schedule an appointment) and the reason (to discuss whether you need to drop a class before Weds.)
- Content of messages should be timely and action-oriented
    - Good Example: Last day to Withdraw with a W deadline is November 15. It is November 11 and you have a group of students who have been flagged as "at risk" in a class and need to consider withdrawing. Text messaging is appropriate because of time sensitivity and the need to take action by the deadline.
    - Good Example: *This is Sister Linda Herndon. I just sent you an important email about midterm grades. Check your Benedictine email now!* Text message is appropriate since some students do not check their B.C. email regularly, but do check text messages regularly.
    - Bad Example: You want to make sure your probation students are aware of withdrawal deadline. The withdrawal deadline is March 22- it is February 1. An email may be more appropriate since there are still several weeks prior to the deadline.

Messages must NOT be used for the following:

- o Communicating personal or confidential information.
- o Personal matters (e.g., items for sale, farewell messages).
- o Sending any messages containing social security numbers, passwords, credit card numbers or any FERPA- protected data. These are strictly prohibited.

Responses come into the sender's outlook, where the conversation can continue by email.

Be prepared to set aside some time to respond especially if you've asked if they want more information - students will have an expectation of quicker turn-around time.

Avoid sending text outreach too early in the morning or too late at night, and respect privacy of weekends and holidays unless there is a particular event that requires it.