

COMMUNITY COLLEGE OF DENVER

Title: Text Communication

Guideline #: SA - 5

Approved: August 17, 2015
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References: None

Approved By: Dr. Everette J. Freeman, President

1. Purpose

The Community College of Denver (College) knows the importance of communicating with current and potential students. One method the College uses to reach students is through text messaging. The College's Call Center is the central office for coordinating all texting campaigns targeting current and potential students. Centralization is necessary in order to comply with Family Educational Rights and Privacy Act (FERPA) guidelines and in order to create a unified College text marketing message.

2. Applicability

These guidelines apply to all College staff who wish to conduct or participate in a text messaging campaign.

3. Definitions

DialMyCalls – Private vendor used to delivery of all outgoing text messages. Vendor may change at any time.

Text Message – Electronic message sent to a mobile devise. Text message is limited to a 154 characters (including spaces), no apostrophes. Each time a text message is sent to a student, an identical email is also sent to the student's school email address.

Contact list – Excel list containing the student name, mobile phone number, and CCD assigned email address. Typically these lists are extracted from the Student Information System, Banner.

FERPA: Federal legislation that protects the privacy of students' personally identifiable information.

Do Not Contact List: These phone numbers will be excluded from the text campaign. Prior to sending any text campaign, the Call Center manager must match up any telephone numbers provided against a list of students/phone numbers that have indicated they do not want to receive CCD texts (both the Call Center and CCD IT have Do Not Contact lists).

4. Policy

- a. DialMyCalls is CCD's authorized vendor for text messages. Credit purchase intended for specific text campaigns must be coordinated through the CCD Call Center Manager. The department may be responsible for providing the necessary funds in order to complete the text campaign.
- b. The Call Center manages the only account authorized to send text campaigns. All departments, faculty, and/or staff member

interested in reaching out to students via text message must submit their request to the Call Center Manager.

- c. The Call Center Manager will work closely with the CCD Marketing department to ensure each text campaign is consistent with CCD's overall mission, vision, and image. As a result, it may be necessary to tweak some of the language in the text campaign.
- d. The Call Center Manager will also ensure that no text message violates FERPA compliance.
- e. The Call Center will not deny or approve texts but coordinate the efforts and inform all parties of any potential conflicting information or overlap of information.

5. GUIDELINES

- a. Departments will need to submit wording, contact list and intended purpose at least one week in advance of desired text campaign. Scheduled annual/semi-annual texting campaigns may be requested.
- b. The Call Center will submit the intended text to the Marketing department and CCD Registrar for FERPA compliance.
- c. The Call Center will inform the requestor if there is any conflicting information that needs review and/or changes prior to sending the text.
- d. Once the information has been verified and approved, the Call Center will process the request and complete the text campaign.

- e. The Call Center Manager will provide success/completion rates to the requestor.