

Student Communications Policy- Text Messaging

Nanook Navigator Text Messaging Policy

Overview:

The Nanook Navigator platform offers text messaging functionality that can be used on a case by case basis to communicate with students and/or across the board for appointment reminders. We plan to utilize this functionality beginning Spring 2020. Students will receive messages from Nanook Navigator to their provided cell phone number in UAOnline. Messages will be sent to their UAOnline preferred email address if there is not a valid cell phone number or they have opted out of texting in Nanook Navigator. Students who have opted out of text messaging in UAOnline will also receive an email in lieu of a text.

Designated Users:

- Academic administrators
- Enrollment and student services administrators and designated staff
- Faculty and staff advisors

Purpose:

- Academic purposes only to support advising and student success initiatives.
- Messages should be timely and used in cases that nudge a student to action, provide support to congratulate a student for an achievement (degree progress, grades, etc.)

Use Cases:

- Academic advising
- Graduation advising
- Probation advising
- Appointment campaigns
- Registration campaigns
- Student success and retention campaigns
- Messages must NOT be used for the following:
 - Communicating personal or confidential information.
 - Personal matters (e.g., items for sale, farewell messages).
 - Sending any messages containing social security numbers, passwords, credit card numbers or any FERPA-protected data. These are strictly prohibited.

Crafting Messages:

- Text messages have a 160-character limit
 - Use a website or tiny url if you need to refer students to a longer message
- All messages must include an identifier, so recipients know who the message is from.
 - For example: Hi Sarah! This is your advisor, Ms. Williams. Spring registration starts next week. Please schedule a time to meet with me.
- Content of messages should be timely and action-oriented
 - **Good Situational Example:** Graduation application deadline is March 1. It is February 15 and you have a group of students who have not yet applied. Text messaging (nudge/reminder) is appropriate due to time sensitivity and use for graduation.
 - **Bad Situational 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.

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Nanook Navigator Text Messaging Policy, continued

Crafting Messages:

- Naming Conventions (as quick identifiers in intro or throughout text)
 - Examples: SOM, RSS, CLA, CNSM, DMVS, Registrar, Academic Advising Center, Tutoring, etc.
 - Example: From RSS Advisor-- Message, "This is from RSS: all registration is still open, check your email for appointment scheduling instructions."
 - Example: Message, "This is the AAC, withdrawal deadline approaching (2/1/2019). Reply to schedule an appointment with your advisor."

Examples of Text Messages

Individual Student (students are able to reply to you)

- Hi Sarah! This is your advisor, Ms. Williams. Spring registration starts next week. Please schedule a time to meet with me.
- Hello John this is Jessica Skipper. UAF graduation application deadline is 10/24/2016. Reply here to schedule a time to meet.

Under 100 students (students are able to reply to you)

- This is your advisor, Jessica Skipper. Fall registration is open- reply here to schedule a time to meet.
- This is your RSS Advisor, Fall registration is open, check your email for appointment scheduling instructions.
- This message is from UAF: File your intent to graduate for spring 2017- Dec 2, 2016 deadline.
- Reminder from UAF: UAF graduation application deadline is December 2016
- Hello, this is Jessica Skipper. Check your mid-term grades today!
- This is your advisor, Jessica Skipper. Congratulations on completing another semester towards your degree!
- Hello I am your advisor Jess Skipper from AAC. Reminder: the course drop deadline is 5/22 and I am here if you need assistance via text or jrskipper@alaska.edu.

100+ students (students are not able to reply to you, students can opt out)

- This message is from UAF: Please file your intent to graduate for spring 2017- 10/2/2016 deadline. Reply with STOP to unsubscribe.
- Reminder from UAF: UAF graduation application deadline is March 1. Reply with STOP to unsubscribe.
- Reminder from UAF: Fall 2020 career fair is happening September 14th in the Wood Center at 11 am! Reply with STOP to unsubscribe.

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Nanook Navigator Quick Summary of Text Message Functionality

A text message can come from a randomly generated 10 digit number (i.e. 205-619-9669)...

- Occurs when a staff person/instructor [messages under 100 students](#)
- Students can reply for up to 90 days (if there's any response activity in the text chain, the 90 day clock resets)
- Student replies go to staff persons' conversations tab in Navigate, and a notification email is sent to the institution email account
- Staff can only reply to a student response through Nanook Navigator
- Students can not opt-out of Nanook Navigator texts from a long code.

A text message can also come from a short code number (i.e. 915-52)...

- Occurs when a staff person/instructor texts more than 100 students at time
- Also occurs when a student receives an automated text message reminder for an appointment
- Students cannot respond, and if they do, they'll get a message saying it was not received
- Students can opt-out by replying with STOP, QUIT, CANCEL, UNSUBSCRIBE, END
- If a student opts-out, they will no longer receive text messages from Nanook Navigator (this includes automated appointment reminders – they will be sent as an email)
- Staff can view students who have opted out of Nanook Navigator text messages and UA Online by accessing the [Student Information report](#). Opted out of Nanook Navigator (column in report "Student Opted Out of SMS") or opted out of UAOnline (column "Students Allowed to be Sent Messages").

Text Message SMS Responses

Listed below are SMS commands students can use with Navigate staff text messages, which let students receive or not receive texts from Navigate as they wish.

SMS Command	Automated Expected Response
HELP. INFO	This service sends messages on behalf of your school such as personal messages from staff and appointment related information. Reply 'STOP' to cancel. Reply 'START' to opt in. Msg & Data rates may apply.
STOP, QUIT, CANCEL, UNSUBSCRIBE, END "Reply with STOP to unsubscribe."	You have opted out from receiving texts to this number. Please reply 'START' to opt back in. Msg & Data rates may apply.
START *If students want to receive SMS/text messages from Nanook Navigator after opting out, they will need to text "START" to the same number they sent the unsubscribe command to.	You have opted in to receive texts to this number. Reply 'STOP' to opt back out. Msg & Data rates may apply."