

EDINBORO UNIVERSITY OF PENNSYLVANIA

UNIVERSITY PROCEDURE: P025 - TEXT MESSAGING

Recommended for Approval by: \_\_\_\_\_

Dr. Allan Golden

Interim Vice President Finance and Administration

Approved by: \_\_\_\_\_

Dr. H. Fred Walker, President

on \_\_\_\_\_

3/1/2018

DATE

Review Date: As Required

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**Intent**

This procedure is to address informational text messages sent by authorized employees on behalf of Edinboro University business units. Staff members that text students on an individual basis as a means of regular communication are exempt from this procedure.

Individual (1 to 1 text messaging) and mass (group), texting may be used by authorized University officials, as defined below, to relay important and time sensitive information on behalf of Edinboro University to prospective students and the University community. Information communicated by text may include, but is not limited to, emergency notifications, campus closures, academic deadlines, events, required documents, and notices critical to student academic success. While recognizing that text messaging can improve the efficiency of communications, the University also recognizes that its overuse or misuse could be counterproductive. Text messaging should therefore should be used only when the subject is of legitimate concern to the majority of those receiving it and only as authorized according to this procedure.

This procedure sets forth the requirements and procedures for using texting communication on behalf of the University.

**Procedure**

Except for the Emergency Notification System (approved by the President or designee), any text communications to employees or students must be approved by a member of the University's Executive Leadership Team. To submit your text message for approval, provide it to the appropriate Executive Leadership Team member.

Criteria used for consideration of approving text messages must follow these guidelines:

- The sender must be clearly identified;
- Text messages must relate important information or action items;
- Text messages should be sent to a targeted audience; and
- Text messages must be professional and use appropriate language.

## **Emergency Mass Notification System**

The University uses an Emergency Mass Notification System (EMNS) to quickly notify students, faculty, and staff of emergencies including weather-related events through multiple platforms including text, email, website alerts and social media. Students are automatically enrolled in EMNS and may opt-out. University employees who would like to receive notifications may enroll in EMNS by selecting the EU Shield logo on the myEdinboro launchpad and registering. Receivers of text messages may opt-out of receiving these messages at any time by selecting the EU Shield logo on the myEdinboro launchpad and deleting their account information. EMNS messages may only be sent by a member of the Emergency Response Team (ERT).

An emergency is defined as a significant emergency or dangerous situation involving an immediate threat to the health or safety of students or employees. This would include events that can shut down business, disrupt normal operations or cause physical or environmental damage.

## **Non-Emergency Text Messaging System**

Non-emergency text messages may be used to communicate important and time sensitive information and deadlines critical to student academic success such as academic calendar dates and deadlines, financial aid notifications, registration dates and account notices. This information may be sent via text to cell phone numbers that have been provided by students via various University collection methods and stored in our Student Information System. Receivers of non-emergency text messages may opt-out at any time by replying to a text with one of the following trigger words: STOP, UNSUBSCRIBE, CANCEL or QUIT. Text messages will be kept to a minimum to ensure that students do not opt-out due to overuse by oversight of individual office Text Communications Plans.

Any University office desiring to utilize non-emergency texting to prospective and currently enrolled students must develop a written Text Communications Plan which identifies the individual(s) authorized to send text messages on behalf of that University office, the intended recipient group, the reasons for sending the messages and targeted message dates. The plan must be approved by a member of the University's Executive Leadership Team (ELT).

## **CONTACT INFORMATION:**

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