| | UNIVERSITY OF DENVER POLICY MANUAL MASS TEXT MESSAGING | | |
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| **Responsible Department:** Department of Marketing and Communications<br>**Recommended By:** Vice Chancellor for Information Technology and Chief Information Officer, Vice Chancellor for Marketing and Communications, Registrar<br>**Approved By:** Chancellor | **Policy Number**<br>MCOM 15.10.050 | | **Effective Date**<br>11/22/2023 |

## I.  INTRODUCTION

**A.** The University values constituents' preferences in receiving information and messages. This includes messages to mobile devices through Text Messaging.

**B.** The University will use Text Messaging to effectively communicate while being a good steward of information, respecting the privacy and wishes of the recipients, and adhering to applicable state and federal laws, including but not limited to the Telephone Consumer Protection Act.

**C.** This Policy addresses non-emergency Mass Text Messaging that includes notifications and information from authorized University offices.

**D.** Text Messaging may be used by authorized University officials to relay important and time sensitive information such as Emergency Notifications, campus closures, academic deadlines, and notices critical to student academic success.

## II.  POLICY OVERVIEW

**A.** The Division of Marketing and Communication (MarCom) is responsible for the review and facilitation of communication planning for using Mass Text Messaging. Refer to the Text Messaging Guidelines for further details.

**B.** Any use of a University Text Messaging System by unauthorized units or personnel is prohibited.

**C.** Emergency Notifications are managed by Campus Safety and are sent through the University-approved emergency notification system.

## III. PROCESS OVERVIEW

**A.** The University is obligated to protect students' personally identifiable data and contact information that is not public directory information. *See* Office of the Registrar, Privacy/FERPA.

**B.** Individuals must opt-in for receipt of Text Messaging so that their personal details held by the University are updated with any changes to their mobile phone number.

**C.** University officials sending text messages are responsible for confirming that:
1. the message is timely
2. the message is valid
3. the wording is appropriate and content is relevant to the intended audience
4. the recipient list is correct and limited to the targeted population
5. the message must not contain confidential or restricted information. Additional details on data classifications can be found in University Policy IT 13.10.051 - *Data Classification*.
6. the content of message is timely and actionable

**D.** Text Messaging must not be used:
1. as the sole means of communicating an essential message or announcement.
2. for personal matters e.g., items for sale, farewell messages
3. to promote the sale of products or services

**E.** All Mass Text Messages must be tagged with the appropriate identifier (e.g., school, administrative office) so that the recipients of the text can see immediately where it originated.

**F.** The University official responsible for sending the Text Message(s) must monitor all replies to text messages and respond appropriately.

**G.** Non-emergency Mass Text Messages must be sent through University-Text Messaging System(s).

## IV. DEFINITIONS

**A. "Emergency Notifications"** means a notification of a crisis and/or emergency, or significant disruptions to University operations, including activities which pose a threat to public safety, as determined by the Director of Campus Safety or his/her designee.

**B. "Mass Text Messaging" or "Text Messaging"** for purposes of this Policy means non-emergency messaging that includes notifications and information from authorized offices sent to a predetermined group of persons with whom the sender

is not in direct, personal contact on a regular basis.  As an example, Mass Text Messaging may include those issued under the authority and supervision of University Advancement for the business purposes of solicitation, fundraising, event, or engagement activities directed to alumni, donors, friends of the University, students, and individuals who have opted-in to receive text messages for these Advancement purposes.

C. **"University Text Messaging System(s)"** mean the text messaging systems that have been approved by the University's Information Technology Division. *See* University Policy IT 13.10.040 – *Technology Acquisition*.

## V.     RESOURCES

A. [University of Denver Division of Marketing and Communications Texting Guidelines](#)

B. Information Technology [Bulk Electronic Mailing Policy](#)

C. University of Denver [Privacy Policy](#)

D. [Accessibility at DU](#)

| Revision Effective Date | Purpose |
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