

Navigate – UWW Text Messaging Guidelines

Overview:

The Navigate platform at UW-Whitewater offers text messaging functionality that can be used on a case by case basis to communicate with students for appointment reminders. Students do have the ability to opt out of text messaging. Students who opt out of text messaging will continue to receive messages from Navigate to their UWW email address. The same holds true for any student who does not have a cell phone numbers listed in their student account.

Designated Users:

- Professional and Faculty Advisors
- Those with various permissions tied to reporting, campaigns or cases group

Parameters:

- To support University academic and student success initiatives.
- Messages should be timely and used only in cases that require urgent action to be completed by the student.

Use cases:

- Class registration and graduation planning efforts
- Probation advising
- Appointment campaigns
 - Campaigns can only be set up via email. However, once an appointment campaign is launched, you can text those students and refer them to their UWW email where they can actually schedule the appointment online.
 - NOTE: offices should only use appointment campaigns if they are willing to sync their Navigate campaign availability to their Outlook calendar.

Text Message Types:

- **Appointment Notifications/Reminders**
 - Currently, a student receives an email when an appointment is scheduled in Navigate and also receives a reminder email 24 hours prior to the appointment. Additionally, an appointment reminder text is sent 90 minutes prior to the appointment.
- **Individual messages to students**
 - This functionality *should be used sparingly*. We want to be strategic about when we use text messaging to avoid inundating students.
- Text messages will be sent from either a pooled or short-code number. Please see the FAQs below for further clarification.

Text Message Guidelines:

- Text messages have a 160 character limit

- Use a website, tiny url or email if you need to refer students to a longer message
- Content of messages should be timely and action-oriented
 - Examples:
 - A student has not responded to multiple email outreach efforts and needs to complete a particular action (i.e., required advise meetings, send in final high school or transfer transcripts, etc.)
 - Unexpected absence from advisor and students need to be contacted to reschedule appointments

Text Message FAQs

What is the difference between a pooled number and short code?

Messages will come from a pool of 10-digit numbers if the number of recipients is less than 100. If the number of recipients is more than 100, messages will come from a ‘Short Code’. Users can send messages from the short code in the same way they would with a pooled SMS number; however, students cannot reply to text messages that come from the short code.

Pooled Numbers	Short Code Numbers
Occurs when a staff person messages under 100 students.	Occurs when a staff person texts more than 100 students at time.
Students can reply for up to 90 days (if any response activity in the text chain, the 90 day clock resets).	Also occurs when a student receives an automated text message reminder for an appointment
Student replies go to staff persons’ conversations tab in Navigate, and a notification email is sent to the institution email account. All exchanges recorded in ‘My Conversations’.	Students cannot respond, and if they do, they’ll get a message saying it was not received. Replies will not be captured in ‘My Conversations’.
Staff can reply to a student response through Navigate or by responding to the email message delivered from their inbox. Staff do not reply through a cell phone or smart device.	Students can opt-out. If a student opts-out, they will no longer receive text messages from Navigate (this includes automated appointment reminders – they will be sent as an email).
Students cannot opt-out.	

What number appears on the receiving end?

Navigate will automatically send the text from a pool of 10-digit numbers. The number will vary by message so it’s **important for staff to identify themselves in the SMS**. Messages must be sent to less than 100 students to come from a 10-digit phone number. If students respond to the text, their reply will be routed back to the staff member who sent the text and will appear in ‘My Conversations’ as well as in your UWW email.

Short code messages will always show as 915-52. If a student tries to reply to a short code, they will receive a message explaining that text message replies sent to this number are undeliverable.

Can students opt out of messaging?

Yes, they can reply STOP to any text received from a short code. This will change their setting in Navigate and they will no longer receive text messages from the short code. Text message users attempting to send messages to these students will have their message routed to the students' emails instead. **Because of this option, we must be thoughtful with the types and amount of texts we send to students.**

Students can reverse the opt-out request. The student will need to text "START" to the same number they sent the unsubscribed command.

What happens if a student replies to the text message?

Replies to **pooled** numbers will come through as an email in Navigate and in your UWW email account. When you reply to the email directly, it is converted back to a text message which will get sent to the student.

Students cannot reply to short code text messages.