**SSC Text Messaging Policy**

**Overview:**

The Student Success Collaborative Campus (SSC Campus) platform at UCF 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 pilot this functionality in spring 2017 with a limited number of users and use cases. Students will have the ability to opt out of text messaging. Students who opt out of text messaging will continue to receive messages from SSC to their Knights email address. The purpose of the text messaging pilot is to get a better sense for the functionality and to learn to coordinate messaging with our students. Pending review of the Spring 2017 pilot results, this policy, the parameters, and use cases may be expanded in the future.

**Designated Users:**

* Location Administrators
* Reporting, Campaigns, Cases group

**Parameters:**

* Academic purposes only to support University advising and student success initiatives.
* Messages should be timely and used in cases that require an urgent action to be completed by the student. Specific timelines for each of the use cases will be determined.

**Use cases:**

* Graduation advising
* 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 Knights email where they can actually schedule the appointment online. Prior to calendar integration, offices should only use appointment campaigns if they are willing to match their SSC Campus campaign availability to their Outlook calendar.

**Text Message Types:**

* **Appointment Notifications/Reminders**

Currently, a student receives an email when an appointment is scheduled in SSC Campus and also receives a reminder email the morning of their appointment. Once text messaging is enabled, these appointment confirmations and reminders will be sent via text message. The reminder text will be sent 1 hour prior to the appointment.

* **Individual messages to students**

This functionality will be enabled but should be used sparingly. We want to be strategic about when we use text messaging to avoid inundating students.

**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
* Content of messages should be timely and action-oriented
	+ Good Example: Intent to Graduate deadline is December 2. It is Nov. 21 and you have a group of students who have not filed yet. Text messaging is appropriate due to time sensitivity and use for graduation.
	+ Bad 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.
* Naming Conventions – more information to come
	+ UCF Office Abbreviation/Name: Message
	+ Examples: UCF CAHSA, UCF FYAE, UCF Registrar, etc.
* Sample Messages
	+ UCF COSAS: File your intent to graduate for spring 2017- Dec 2, 2016 deadline.
	+ UCF CAHSA: Withdrawal deadline approaching: March 22, 2017. Check your Knights Email to schedule an appointment online with a CAHSA advisor.

**Communication to students – More information to come**