

CCNY Navigate Text Messaging Policy

Overview:

The CCNY Navigate 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. Students will receive messages from CCNY Navigate to their provided cell phone number in CUNYFirst. Messages will be sent to their CUNYFirst preferred email address if there is not a valid cell phone number, or if they have opted out of texting in CCNY Navigate.

Designated Users:

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

Purpose:

- Academic purposes only. Intended to support advising and student success initiatives.
- Messages should be timely and used in cases that nudge a student to action, and 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:
 - General event or deadline notifications
 - 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 prohibited.

Crafting Messages:

- Text messages have a 160-character limit
 - Any valid Unicode characters are allowed, including emojis.
 - Use URL shortening tools like tinyurl.com or bitly.com to create short URLs to refer students to a longer message or a website.
 - With limited space, use texts to refer students to an email with the full 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.
- Naming Conventions (as quick identifiers in intro or throughout text)
 - Use abbreviations where possible: SoE, CPS, H&A, GAC, DoS, CWE, SEEK. etc.
 - Example: From CPS Advisor-- Message, "CPS wants to remind you that fall registration is still open, check your email for appointment scheduling instructions."

Examples of Text Messages

- Individual Student (students can 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. CCNY graduation application deadline is 10/24/2016.
- Under 100 students (students can reply to you)
 - This is your advisor, Carlito Berlus. Fall registration is open schedule an appointment using Navigate: <https://bit.ly/3zatkeK>
 - This is your H&A Advising Team, fall registration is open, check your email for appointment scheduling instructions.
- 100+ students (students are not able to reply to you, students can opt out)
 - CCNY would like to remind you to file your application for spring 2023- 11/2/2022 deadline. Reply with STOP to unsubscribe.
 - The CCNY CPDI Fall 2022 career fair is happening November 14th in the Great Hall at 11 am! Reply with STOP to unsubscribe.

How to Access the Texting Feature

- Click "Message Student" link on Student Profile page
- From a student list, report output or advanced search results
 - Select students to be messaged
 - Click "Actions" drop down
 - Select "Send Messages to Student"
 - Select "Send Text"

CCNY Navigate 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 is any response activity in the text chain, the 90-day clock resets)
- Student replies go to the 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 CCNY Navigate
- Students cannot opt out of CCNY Navigate 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 a time
- Also occurs when a student receives an automated text message reminder for an appointment
- Students cannot respond, and if they do, they will 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 CCNY Navigate (this includes automated appointment reminders – they will be sent as an email)