

POLICY 2.44: TEXT-MESSAGE COMMUNICATION

Sandburg uses text messages and other messaging platforms from official college accounts to communicate with students who have provided their phone numbers to the college. Text messages, as well as the opt-out and opt-in process, are managed by individual departments to convey general information about programs and college operations.

Students who opt-out of departmental text messages must be removed immediately from the requested department's text-messaging campaigns. Students cannot opt-out of crisis and emergency notifications when health and safety is a concern, or when there are significant disruptions to college operations.

All use of text messaging must be consistent with other Sandburg policies and local, state and federal laws including, but not limited to, the Family Educational Rights and Privacy Act of 1974 (FERPA). Text messaging should be used for official institutional purposes only. Confidential, sensitive or personally identifiable information (PII) must not be sent via text message. All communications from a student with an individual employee regarding individual student issues must occur through official college accounts. Sandburg reserves the right to monitor text messaging on institution-owned devices and accounts to ensure compliance with this policy.

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