Text messaging is an additional method of communication the university will use to communicate with all students in accordance with this policy. Email to a student's university account is and will remain the official form of university communication. While email remains the university’s official communication channel to all students, mass/systematic text messaging provides an additional communication channel for timely, relevant, and important information to students.
The purpose of this policy is to:

- Ensure that the university establishes the appropriate governance around the use of text messaging between the university and its students.
- Ensure that information about different opt in and opt out options is made available to students for all non-critical text messages.
- Define the circumstances under which the university will communicate with students via text messaging.

**ENTITIES AFFECTED BY THIS POLICY**

Entities affected by this policy include students and designated UNLV employees permitted to use approved university systems to communicate with students who have informed consent and opted-in to the text messaging communication platform.

**WHO SHOULD READ THIS POLICY**

All students and UNLV employees should read and be familiar with the policy.

**POLICY**

This policy applies to text messages sent to all students who have opted-in with informed consent into the designated university systems for text messaging. The policy does not apply to private text messaging occurring between a faculty member and student(s) or between students.

- Text messaging will be utilized by authorized university officials and sent from approved university systems to relay information to students:
  - that is time sensitive;
  - impacts their academic success;
  - encourages student engagement; and/or,
  - affects their health and wellness.

- Designated university systems will use cellular phone numbers for text messaging that reside in the student information system (MyUNLV) as part of the student record.

- Students have the right to opt-out of receiving text messages. However, students are strongly encouraged to opt-in to the university text channels designed to convey critical information for health and safety reasons. It is the student’s responsibility to ensure that university systems have up-to-date cellular phone information.

- Text messages must be delivered in an accessible format.

- Text messages may only be sent from approved university systems.
Future information related to this policy, including procedures and how to request an exception to this policy, will reside with the Office of the Executive Vice President and Provost at https://www.unlv.edu/policies/current-policies.

**RELATED DOCUMENTS**

- This policy complies with accessibility stipulations under the Americans with Disabilities Act (ADA) Title III – [https://www.unlv.edu/compliance/ada](https://www.unlv.edu/compliance/ada), [https://adata.org/factsheets_en](https://adata.org/factsheets_en) (*please see Effective Communication*)


- UNLV SMS Terms and Conditions per the Cellular Telecommunications Industry Association, CTIA, (represents the U.S. wireless communications industry and companies throughout the mobile ecosystem) – [https://www.unlv.edu/about/sms-terms](https://www.unlv.edu/about/sms-terms) and [https://www.ctia.org/about-ctia/programs](https://www.ctia.org/about-ctia/programs)

**CONTACTS**

The following list of individuals are able to answer questions and obtain information about the policy:

Office of the Vice Provost for Undergraduate Education
[general.education@unlv.edu](mailto:general.education@unlv.edu)
(702) 895-1267

Enterprise Application Services
(702) 895-1466

Office of Information Technology (OIT)
[ihelp@unlv.edu](mailto:ihelp@unlv.edu)
(702) 895-0777

**DEFINITIONS**

**Accessible** – Text messages delivered in a manner compliant with the federal Americans with Disabilities Act of 1990.

**Critical Information** – Text messages, approved by the appropriate authority, that convey health and safety matters and/or time sensitive activities of which a specific subset of students should be aware.
**Students** – Individuals who are actively enrolled, who were previously enrolled and are eligible to reenroll, and who may choose to enroll at UNLV in the future, or have graduated.

**University Systems** – Technical services administered by UNLV to support business processes that have been approved to deliver text messages.