



**EXECUTIVE VICE PRESIDENT AND PROVOST**

**UNIVERSITY TEXT MESSAGE COMMUNICATIONS POLICY**

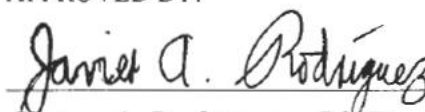
**RESPONSIBLE ADMINISTRATOR: EXECUTIVE VICE PRESIDENT & PROVOST**

**RESPONSIBLE OFFICE(S): OFFICE OF THE EXECUTIVE VICE PRESIDENT & PROVOST**

**ORIGINALLY ISSUED:**

**APPROVALS: APPROVED BY:**

APPROVED BY:

  
\_\_\_\_\_

Javier A. Rodriguez, Ph.D.

*Vice Provost for Academic Programs*

3/13/20

Date

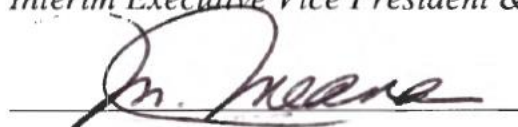
  
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Christopher L. Heavey, Ph.D.

*Interim Executive Vice President & Provost*

3/13/2020

Date

  
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Marta Meana, Ph.D.

*Interim President*

3/16/2020

Date

**REVISION DATE:**

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**STATEMENT OF PURPOSE**

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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.

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### ENTITIES AFFECTED BY THIS POLICY

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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.

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### WHO SHOULD READ THIS POLICY

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

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### POLICY

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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>.

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### RELATED DOCUMENTS

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- This policy complies with accessibility stipulations under the Americans with Disabilities Act (ADA) Title III – <https://www.unlv.edu/compliance/ada>, [https://adata.org/factsheets\\_en](https://adata.org/factsheets_en) (*please see Effective Communication*)
- Acceptable Use of Computing and Information Technology Resources Policy – <https://www.it.unlv.edu/policies/acceptable-use-computing-and-information-technology-resources-policy>
- 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> and <https://www.ctia.org/about-ctia/programs>

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### CONTACTS

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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)  
[ithelp@unlv.edu](mailto:ithelp@unlv.edu)  
(702) 895-0777

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### DEFINITIONS

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**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.