

MSU Billings Mass Text Messaging Policy

Purpose

Text messaging is an approved method of communication MSUB uses to communicate directly with students and is conducted only in accordance with this policy. This policy and its procedures define the permitted scope, manner, and terms of authorized university mass text messages to those who elect to receive text messages.

Policy

Approved Text Messaging Platforms

The following platforms have been approved for mass text messaging:

- Mongoose Cadence

For a text messaging platform added to the Approved Text Messaging Platforms list, permission must be obtained from the managing Vice Chancellor of the requesting department, the Director of Marketing and Communications, and the Chief Information Officer.

Approved Text Message Senders

All users who utilize mass text messaging for communicating to students, staff, or faculty must be approved before an account in the system is provided. Departments approved to use mass texting messaging are listed in the Departments Approved for Mass Text Messaging section following the policy. To add a department, the director shall acquire permission from their managing Vice Chancellor and appoint a department lead. Upon approval, the department and designated department lead shall be added to the policy.

To request additional accounts for staff members in an approved mass text messaging platform, the department lead shall acquire approval from their managing Vice Chancellor. Once that approval has been obtained, it must be provided to the Chief Information Officer, who will then provide access into the system for the requested user.

Approved Mass Text Messages

All mass text messages shall be approved before they are sent. Each department shall appoint at least one department lead who shall be responsible for monitoring and acquiring approval for mass text message requests with the message sender to ensure compliance with this policy.

The approval process requires the sender to fill out the [Mass Text Message Approval](#) form to receive approval from their department lead, the Director of Marketing and Communications, and their department's managing Vice Chancellor. Upon receiving approval, the mass text message may be sent. Approval is not required for individual recipient text messages or messages for less than 50 people.

Mass Text Messaging Exceptions

If a department consistently has a need for sending text messages to a group that exceeds the 50 person approval limit, an exception may be granted by their supervisory Vice Chancellor.

Text Messaging Opt-in and Opt-Out

Clear opt-in and opt-out processes shall be in place for each text messaging platform so that students, staff, and faculty can opt in or out on an ongoing basis. Recipients may opt-out of all text messaging at any time by responding to the text message itself or by following instructions provided on the [University website](#). Individuals who opt-out may opt back in at any time. The exception to this rule is the emergency notification system which all students are required to be enrolled.

Text Messaging Best Practices

Departments utilizing text messaging for mass notifications will adhere to the following best practices:

- Each new user must complete training on the approved text message platform before utilizing the system. Training resources can be found [here](#).
- Mass text messages will follow the approval process stated in this policy.
- Collaborate with University Communications & Marketing and the planned Communication Calendar to avoid duplication and frequency of messages.
- Work with the University Police Department on any mass texts related to public safety, emergencies, closures, or university-wide issues.
- Texting should not be used as the sole system through which a message is communicated. The message should be duplicated with email, phone, or other acceptable means of communication.
- Be mindful of the time of day when sending messages.

Emergency Notifications System

MSUB utilizes an Emergency Notification System (ENS) to deliver critical information to MSUB students, staff, faculty, community members, and visitors in the event of an emergency. The system delivers emergency messages sent via email, text message, MSUB social media accounts, and the MSUB website. Examples of emergency notifications may include active shooter, earthquakes, and evacuations. The ENS may also be used to send non-emergency notifications that include public safety advisories or timely warnings.

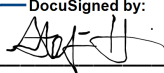
The Crisis Management Team or Incident Command Initiators are the only individuals authorized to send emergency notifications. Other units and departments are strictly prohibited from sending emergency notifications.

Non-Compliance

Individuals may not use personal phone devices to send mass text messages to students. Employees and university departments that fail to comply with the MSU Billings Mass Text Messaging Policy or the Affiliated Campuses Mass Texting Policy may be denied the use of mass text messaging and any other measures that may be imposed for violation of university policies.

Departments Approved for Mass Text Messaging

Department	Position
Admissions	Director
Academic Support Center	Director
Advising	Director
Business Services	Director
Career Services	Director
Dean of Students	Dean of Students
Financial Aid	Director
Honors and Graduate Studies	Director
Jacket Student Central	Director
New Student Services	Director
Registrar	Registrar
Residence Halls	Associate Dean of Students

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11/15/2021

Chancellor

Approved by 'Jacket Leadership Team on October 12, 2021