ADMINISTRATIVE GUIDELINE: College Communications to Students

Purpose: To specify official mode(s) of communication between the College and its students and to establish guidelines for appropriate use of institutionally assigned email accounts.

eSantaFe Notifications

Santa Fe College uses eSantaFe notifications as the official method of communicating primary academic record information to students. This includes but is not limited to communications related to registration, financial aid, finance, petitions, advisement, and other college service areas. Students must regularly access eSantaFe to review notifications.

Student Email

Santa Fe College provides student email accounts hosted by Microsoft Office 365 to support additional communications related to academics and college business. Upon submission of an application for admission, students are assigned an SF email account to which the College will direct all email communication related to instructional, administrative, and general college business matters.

Students must regularly access their college-issued email accounts to review messages and to be able to communicate with professors, support staff, and other college employees.

Santa Fe College strongly advises students against forwarding or redirecting email to a non-college email address. Email that is unreceived due to forwarding does not free students from the responsibilities associated with communications sent to their official college email address.

All use of email must adhere to local, state and/or federal regulations, including the Family Educational Rights and Privacy Act (FERPA) as well as to college policy, including the Student Code of Conduct.

LMS Messaging (Canvas Messages)

In addition to messages sent to SF email accounts, faculty and SF departments may send messages via the Learning Management System (LMS) to communicate with students about curricular matters or other matters related to a course in which the student is enrolled though the LMS (currently Canvas). Canvas Messages are considered official communications from the college and students are expected to be aware of the information communicated therein.

Text Messaging

Text messages may be sent to students using a variety of college supported texting software or systems with texting capabilities (including, but not limited to, Salesforce CRM and associated text engines, Navigate, Canvas, and Maxient).

Only students who have opted-in via their student portal may receive texts from college officials. SF faculty and staff should keep texts to a minimum such that students choose to remain in the texting program and do not opt-out because of text fatigue.

Only nNon-education record information may be communicated via text messaging (texts). Messages concerning grades, academic progress, financial aid awards information, or any educational records are

~~prohibited.~~ Text messages containing grades, academic progress information, financial aid information, or any other education record information are prohibited.

Text messages must be directly related to one of the following:
1. Student Safety (Emergency Notifications)
2. Student Enrollment (Purge Warnings, Registration Reminders, Nudges to Required Actions)
3. Academic Success (Tutoring Referrals, Test/Paper Reminders)
4. Student Travel (Departure and Meeting Times)
5. Student Conduct/Title IX Nudges
6. Appointment Reminders
7. Other matters directly aligned with the college's mission.

~~Texts may be sent using a variety of SF supported texting software or systems with texting capabilities (including, but not limited to, Salesforce CRM and its associated text messaging engines, Navigate, Canvas, and Maxient).~~

~~Only students who have opted-in may receive texts from SF faculty and staff. SF faculty and staff should keep texts to a minimum such that students choose to remain in the texting program and do not opt-out because of text fatigue.~~

Students may initially opt-in to text messages on the application for admission, and may opt-in or opt-out of text messages using the *My Information* screen in the Records menu on eSantaFe.

The Messaging Workgroup is available as a resource for assistance with drafting text templates.

Other Communication (Direct Messages, Instant Messages, Teams Messages)

Other methods of communication may be used to deliver general course, classroom, and college information to students. Student record information such as grades, course performance information, etc. should not be communicated through these platforms*.*

Faculty and Staff FERPA Compliance

Santa Fe faculty and staff will be required to remain FERPA training compliant to maintain uninterrupted ERP system access. ~~Compliance requires passing a college-provided annual LMS-delivered training. Faculty and staff will be notified each spring of the requirement for the upcoming new academic year. The new academic year training will be set in August with 60 days to comply.~~

The College also retains the right to send official correspondence by other means than through college-issued email or eSantaFe notifications.

Faculty/Staff Checklist for Texting Students

1. Before sending a text, make sure that the student has opted-in to SF texting by checking the My Information screen in eStaff.
2. Be sure to identify yourself as a Santa Fe College faculty/staff member in your text.
3. Never send text messages that contain grades, academic progress information, financial aid information, or any other education record information. Only non-educational record information may be texted.
4. Text messages must be directly related to one of the following:
   a. Student Safety (Emergency Notifications)
   b. Student Enrollment (Purge Warnings, Registration Reminders, Nudges to Required Actions)
   c. Academic Success (Tutoring Referrals, Test/Assignment Reminders)
   d. Student Travel (Departure and Meeting Times)
   e. Student Conduct/Title IX Nudges
   f. Appointment Reminders
   g. Other matters directly aligned with the college's mission.
5. Use college-supported texting programs (i.e. Salesforce, Navigate, Canvas, Titanium and Maxient) to maintain an appropriate record of the communication; this protects you, the student, and the college!
6. Keep texting to a minimum to avoid high opt-out rates due to texting-fatigue.
7. Avoid texting between 10:00 p.m. and 8:00 a.m. unless you are responding to an urgent text sent to you during that time.
8. Avoid sending group text messages that reveal a student's contact information to others.
9. Always remain in your professional role as a college representative and use clear language to maintain appropriate boundaries through texting. Avoid "text speak" like emojis, slang, abbreviations, and screen names. Do not use swearing or offensive language in texts. Do not send or forward SPAM messages to students.
10. Never send texts that promote the sale of products or services to students.
11. Contact the Records office via email immediately (records@sfcollege.edu) if the student informs you that they no longer want to receive text messages from the college. The student's file will be updated.
12. Contact the Records office immediately (records@sfcollege.edu) if you believe you have violated FERPA in any way, including by accidentally sending education record information in a text.