

## SMS Text Approval Process

Date: 1/21/21\_updated

### OVERVIEW

The **Navigate LA SMS Text feature** is a **Restricted-Access** feature that allows Administrators to request Enrollment Management Technology (EMT) to send **urgent messages** to groups of over 100 students simultaneously from the requestor's staff account. Currently, SMS Texts cannot be sent to less than 100 students. SMS Texts are sent the same day the request is received; please do not future date requests. Submission of a request does not guarantee approval.

"Urgent Messages" are defined as **retention-related**, including orientation, re-enrollment, new/incoming student registration, and critical reminders that have been 'ignored' by the student and require immediate action.

**STOP** – Do you agree with the following?

- I have read the entire approval process
- I understand that approved SMS Texts will be sent from my staff account on my behalf
- I understand that SMS Texts, once sent, cannot be rescinded
- I have an urgent message to send to over 100 students
- I will attach a Student List to my request with the following: Student CIN, First Name, Last Name, Email

Ready to submit? Visit Navigate LA website: <https://www.calstatela.edu/navigatela>

### Goodwill "Budget"

- To reduce over-texting student crossover populations, **each Center/Location is capped at three (3) SMS Texts** in a 6-month period. Note: SMS Texts do not replace traditional emails, and other communications, **and should be used as a last resort.**

### Feature Details

- SMS Texts are sent from a short code (e.g. 915-52)
- Students **cannot reply** to a short-code, but **can opt-out** of receiving SMS Texts by replying, "STOP"
- **160 max character limit** (Note: space between words and vertical space between lines are treated as characters)

### Format Requirements

- Specify sender name and department/center
- Specify objective (reason for reaching out)
- Specify a clear call to action
- **TIP: Create your own Tiny Url in order to shorten long web addresses:** <https://tinyurl.com/>
  - Example 1: *Hi, this is Jane from HHS Advising. I noticed that you have not enrolled for Spring 2021. How can I help? Email me [janedoe@calstatela.edu](mailto:janedoe@calstatela.edu)*
  - Example 2: *Hi – This is John. I'm an advisor at Cal State LA. Classes start Aug 24, and you're ready to register. I'm here to help! Call me @ (555) 555-5555*