



Text Messaging Policy

Department: Campus Technology	Date Created: 2/24/2026
Owner: IT Department	Date Last Revised: 4/14/2026

Printed copies of this document are for reference only.

1. Policy Statement

The purpose of this policy is to define the standards and requirements for the use of Short Message Service (SMS), also known as text messaging, by Lewis and Clark Community College. This policy ensures compliance with applicable laws, mobile carrier requirements, and institutional privacy standards while protecting the rights of message recipients.

1.1 Scope

This policy applies to all College departments, employees, contractors, systems, and third-party platforms that send SMS messages on behalf of Lewis and Clark Community College.

This includes, but is not limited to:

- Admissions and enrollment communications
- Student services notifications
- Academic and administrative messaging
- Marketing and event related messaging

1.2 Change Management Requirements

Lewis and Clark Community College may use SMS messaging to communicate with individuals who have provided a mobile phone number and explicitly consented to receiving SMS messages.

SMS messaging shall only be used for legitimate College purposes and in accordance with this policy.

1.2.1 Opt-In Requirement

SMS messages may be sent solely to individuals who have provided explicit consent to receive them. Such consent must be obtained through a transparent and clearly communicated opt-in process.

1.2.2 Consent Disclosure

At the time of opt-in, individuals must be informed that:

- They are consenting to receive SMS messages from the College
- Messages may be transactional and/or promotional in nature
- Message frequency may vary
- Standard message and data rates may apply
- They may opt out at any time

1.2.3 Opt-Out

Recipients must be provided with a simple method to opt out of SMS communications. Individuals may opt out at any time by replying STOP to any message.

1.2.4 Message Content

SMS messages sent by the College may include:

- Transactional messages, such as admissions updates, service notifications, deadlines, or account-related communications
- Informational or promotional messages, such as announcements about College programs, events, or opportunities

Messages must not contain sensitive personal information unless an approved, written exception after appropriate risk and compliance review.

1.2.5 Assistance Requirements

Recipients shall be provided with a clear and accessible method to request assistance, including the ability to reply “HELP” to SMS messages or to contact the College through publicly available contact information.

1.3 Privacy Requirements

The privacy requirements set forth in this policy are designed to protect individuals' personal information and promote the responsible management of mobile phone numbers and associated consent data.

1.3.1 Use of Phone Numbers

Mobile phone numbers, opt-in records, and SMS consent data shall be used solely for College communication purposes as described in this policy.

1.3.2 Data Sharing

Mobile opt-in information, SMS consent records, and phone numbers shall not be shared, sold, or disclosed to third parties or affiliates for marketing purposes.

1.3.3 Privacy Alignment

SMS messaging practices must align with the College's Privacy Policy and applicable data protection requirements.

1.4 Enforcement

Failure to comply with this policy may result in suspension of SMS messaging privileges, corrective action in accordance with applicable College policies, and/or disciplinary action, where appropriate.

1.5 Policy Review

This policy shall be reviewed and updated periodically by the IT department to ensure its effectiveness and compliance with relevant laws, regulations, and industry standards.

1.6 Revision history

Below is the recorded history of the policy. This must be updated each time the policy undergoes changes.

Date	Change Description	Author – Position	Approved By - Position
2-24-2026	Policy creation	McLaughlin – Information Security Analyst	-
4-14-2026	Draft reviewed and approved by third-party requesting policy; no changes made to the policy. Policy submitted for approval.	McLaughlin – Information Security Analyst	<i>Ron Wall</i>

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