Applies to: All prospective and current students.

Responsible Office: Enrollment Management/The Gateway

POLICY STATEMENT

Central Ohio Technical College has established a text messaging communications plan using Moxie, the COTC Chatbot. The text program uses SMS to send text messages to applicants and enrolled students. Message frequency will vary, and message content includes but is not limited to important dates/deadline, registration reminders, admissions and advising information, event information and reminders, student support service notifications, and critical outreach.

Purpose of the Policy

To define COTC's use of text messaging, and the process for prospective and current students to opt-in and opt-out.

Definitions

Term	Definition
Short Message Service (SMS)	SMS is another name for a text message and is a service for sending short messages of up to 160 characters to mobile devices, including cellular phones and smartphones.
Opt-In	Subscribe to COTC's texting communications
Opt-Out	Unsubscribe to COTC's texting communications
Customer Relationship Management (CRM)	CRM is a software that enables COTC to manage relationships and communication with prospective and current students.

Policy Details

I. Text Message Program
   A. COTC collects student phone numbers and email addresses on the application for admission. This information is stored in the college's student information system and customer relationship management (CRM) software for communication purposes.
   B. Students can update and maintain their contact information in their user profile.

II. Privacy
   A. COTC will not ask for, nor should prospective or enrolled students provide, personal information, passwords, or any other confidential or sensitive information in text messages.
   B. COTC adheres to all federal regulations regarding the Family Educational Rights and Privacy Act of 1974 (FERPA) to protect student information and will not sell or release personal information of any prospective or enrolled student without their explicit consent.

III. Opt-In
   A. Applicants and students can opt-in or authorize permission to receive text messages on the application for admission or in their student user profile in myCOTC.
   B. Only students who opt-in will receive text messages from COTC.
      a. Campus Emergency Alerts are a separate system and do not require an opt-in. The Campus Emergency Alert System will send text messages to the mobile phone number on file with COTC.
   C. Each student's text message preference will be maintained in COTC's student information system.
   D. Students can opt-in to the program at any time.

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IV. Opt-Out
   A. By opting out, the student will no longer receive text messages from COTC. A student can choose to opt-in again at a later date by re-authorizing text messaging in their profile information in myCOTC.
   B. Students will have the option to opt-out of the program at any time.

V. Messaging Delivery and Costs
   A. COTC does not charge for the use of the text messaging system, however, message and data rates may apply from the student's mobile carrier. When students opt in to receive text messages, they are responsible for any carrier fees such as data plan charges, text messaging charges, tolls, out-of-area roaming, and other charges.
   B. Messaging frequency will vary.
   C. Neither COTC nor carriers are liable for delayed or undelivered messages.

VI. Contact Support
   A. Students can respond "HELP" to any message to connect with a Gateway representative for further assistance.
   B. Additionally, students can email cotcgateway@mail.cotc.edu for support.

PROCEDURE

I. Opt-In
   A. Student phone numbers are collected upon submission of the admissions application and applicants will select on the application whether to authorize text message communications.
   B. Current students will be sent an email to their COTC email accounts asking them to log into myCOTC to set a text message preference in their user profile. Steps include:
      1. Log into myCOTC.
      2. In the COTCconnect block, select "Students", followed by "My Schedule and Personal Info", and finally select "User Profile".
      3. Under phone numbers, either edit a current phone number or add a new phone number and select "Text Authorized – For COTC students opting into text message communication."
      4. Authorization will be updated in the student information system and CRM.

II. Opt-Out
   A. Applicants and students can opt-out of text message communications by updating their user profile in myCOTC or responding appropriately to a text message from COTC.
      1. COTC will include an opt-out text message at the start of any new message to new audiences.
      2. Applicants and students can respond "#Pause" to pause messages for 2 weeks or "#Stop" to opt-out of receiving any future messages.
      3. To re-authorize text message communications, students can update their information in their user profile as described in I.B.3 above.
   B. Text message preferences will be updated in the appropriate software.

Responsibilities

Position or Office	Responsibilities
The Gateway	• Provide students with information about the college's text messaging program and directions on how to opt-in or opt-out. • Collect and maintain student cell/mobile phone information.

Applies to: All prospective and current students.

Position or Office	Responsibilities
	• Manage text message communications system.
Student	• Select opt-in or opt-out status on application for admission. • Maintain opt-in or opt-out status in myCOTC. • Review and respond to messages from COTC in a timely manner.

Resources

Privacy and Release of Student Education Records Policy:
http://www.cotc.edu/Admissions/Documents/5.1.20%20Privacy%20and%20Release%20of%20Student%20Education%20Records.pdf

Contacts

Subject	Office	Telephone	E-mail/URL
Dean of Enrollment Management	The Gateway	740-366-9209	morrison.415@mail.cotc.edu

History

Issued:04/19/2023