



Electronic Communication Guidelines

1. Statement of Purpose

Official communications from the Chabot-Las Positas Community College District (CLPCCD)—which includes Chabot College (Chabot) and Las Positas College (LPC)—are defined as email, text messaging, instant messaging, and other similar technologies. These communications should support student success, campus safety, enrollment management and effective institutional operations. CLPCCD seeks to ensure that electronic communications are limited in number and are of interest and importance to recipients so that their effectiveness is not diminished. These guidelines describe the ways in which electronic communications are managed and establish the purposes for which CLPCCD may send electronic communication to prospects, applicants, students, and alumni.

Email is the official communication tool used by CLPCCD. Official communications may also be delivered to a personal device via text message or other similar technology, and students are asked to provide their cell phone numbers upon enrollment. However, not all students have a personal device and not all students have provided their cell phone number to the CLPCCD. All students do have access to a computer or other device capable of receiving email and all have a district-issued (Zonemail) email address. Therefore, Zonemail is the official communication tool used by the CLPCCD.

Commented [GU1]: We need to confirm this in CCC Apply. KW

2. Guiding Principles

CLPCCD recognizes the importance of electronic communication as a means to quickly and efficiently communicate with prospects, applicants, students, and alumni while protecting student records, respecting the privacy and stated preferences of the recipients, and adhering to applicable state and federal laws.

3. Scope and Target Audiences

These guidelines apply to electronic communications sent to prospects, applicants, students, and alumni for any official purpose. These forms of communication include but are not limited to:

- 3.1 Text messages, instant messages, or email sent from a CLPCCD-owned device, account, or office;
- 3.2 Text messages, instant messages, or email sent through third-party services on behalf of any department or office of the CLPCCD; and
- 3.3 Other forms of electronic communication that use student data from a district/college-owned device, account or office.

CLPCCD employees, students, contractors, and volunteers must comply with these guidelines.

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4. Definitions

- 4.1 *Emergency purpose:* Critical and time-sensitive communications made necessary in any situation affecting the health and safety of the CLPCCD community. Emergency communications are sent via Everbridge.
- 4.2 *Mass communication:* Identical or substantially similar messages sent to a group of students. Mass communication is restricted to information that:
- Pertains to the majority of the recipients,
 - Is critical or time sensitive, and
 - Is for an official CLPCCD purpose
- 4.3 *Official CLPCCD purpose:* The individual sending the communication is doing so for a purpose within the scope of their CLPCCD employment.
- 4.4 *Opt in:* An action by which someone agrees to receive CLPCCD communications to a personal device and consents by acknowledging a statement that provides a clear understanding of the nature of the messages that will be received.
- 4.5 *Opt-out:* An action by which someone who receives CLPCCD communications to a personal device indicates that they no longer want them from the district *or* an action by which someone who does not yet receive CLPCCD communications indicates they do not want to begin to receive CLPCCD communications. *Please note that you cannot opt out of emergency messages delivered to your Zonemail account. However, you can unsubscribe your mobile phone and personal email address(es).*

5. Management of Electronic Communications

- 5.1 The [insert role] or their designee may designate employee positions that may access student records when sending electronic communications.
- 5.2 As part of the approval process, offices and departments that seek to send mass communications or text messages must have a written plan indicating the purpose, content, and frequency of mass communications or text messages that will be sent.
- 5.3 Approval by the [insert role] or their designee is not required for:
- Returned correspondence via text message that was initiated by the student.
 - Mass communications sent by academic department leaders to the student majors and minors in their department.

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- Electronic communication that the student requested, such as list servers, electronic newsletters, or similar.
- 5.4 Senders of mass communications should carefully define the parameters for selecting student recipients so that only students who meet specified criteria will be contacted.
- 5.5 Misuse of a CLPCCD electronic communication system may be grounds for disciplinary action under the applicable student or employee conduct code in accordance with CLPCCD policies and procedures. Such violations may also result in revocation or restriction of access to CLPCCD systems.

6. Districtwide Communications

Only the chancellor or their designee may authorize mass communications to all students in the district, and only the chancellor or their designee may send mass communications to all students in the district. Excluded from this requirement are mass communications sent by those authorized to do so for emergency purposes. Emergency communications may be sent at any time without prior authorization.

7. Text Messaging

7.1 General text messaging

a. Text messaging may be used for an official CLPCCD purpose and is limited to:

- Alerts sent for an emergency purpose
- Time sensitive alerts such as communications related to important deadlines, cancellations, academic matters requiring urgent attention, or alerts from university offices on action needed by an individual student (e.g., missing paperwork).

b. Text messaging must not be used as the sole means of communicating an essential message or announcement. The text message must be supplemented by some other means of communication (e.g., an email or web-based notice) to ensure that all individuals, including those that have opted out, receive the message.

c. Units, departments, and colleges that have been approved to communicate through text messaging must obtain opt in from the student.

d. Text messages must meet the following criteria:

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Commented [DR5]: If using Recruit or Advise, that consent has been given, but that may not be the case for Ocelot or other tools.

Commented [DR6]: Need a standard process for units, depts to obtain opt-in. For example, Library, other areas that may want to send reminder texts.

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- i. Comply with the consent agreement in the opt-in statement agreed to by the recipient as well as applicable laws, regulations, and CLPCCD procedures;
 - ii. Be only sent to those individuals who have opted in unless sent for an emergency purpose or otherwise required by state or federal law;
 - iii. Be clear from the content of the text message that the sender is CLPCCD, Chabot, or LPC so that the recipients can see immediately its origin (e.g., “Chabot Alert” or “LPC Admissions and Records”);
 - iv. Allow subscribers to opt out of receiving non-emergency messages at any time; and
 - v. Communicate that standard data and text messaging rates may apply.

e. Text messages must NOT be used for the following

- i. Communicating personal or confidential information
- ii. Sending general information to large populations (e.g., “Fall classes start Monday!”).
- iii. Personal matters (e.g., items for sale, farewell messages).
- iv. Appeals on behalf of individuals or groups of students (e.g., to attend social, cultural or sporting events, unless the student opted-in for text messages regarding these topics).
- v. Sending any messages containing social security numbers, passwords, credit card information, financial aid information, or any other FERPA-protected data.

7.2 Cell phone numbers

- a. May be requested, but not required, on CLPCCD forms and applications.
- b. Must be stored in official CLPCCD systems or contractually approved tools.
- c. Are protected student data and only available to those who have a legitimate need to access the data.

8. Opting In and Opting Out

- 8.1 Except for communications with an emergency purpose, only those individuals who have opted in will receive text messages from the CLPCCD.
 - a. The CLPCCD may send communications for an emergency purpose via automated text messages without opt in or consent by the student.

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- b. The Department of Campus Safety may enroll students in emergency notification services, which may include text messaging, without opt in or consent.
 - c. All texting tools must include the ability for the student to opt out at any time. Instructions shall be provided in the text message on how to do so. Students may NOT opt out of emergency communications sent to their Zonemail account.

9. Email Messaging

- 9.1 The CLPCCD may send communications to students by email to their district-provided email address with the expectation that such emails will be read by the student in a timely manner. Students are expected to check their Zonemail account regularly to support effective communication between the district and colleges.
- 5.4.2. Other CLPCCD rules and guidelines apply to email sent to students, including the district's guidelines for release of email addresses, the district's policy on the acceptable use of technology resources, etc. [\[Add references\]](#)

Commented [DR7]: should this language be changed given that we've already stated that email is the standard communication modality?