Carroll College
OIA SMS Text Information

Audience

All members of the Carroll College community, including alumni, parents, friends, employees, prospective and current students.

Statement

SMS text messaging is an efficient and effective way of communicating with our college community. Carroll College will provide the option to opt-out at any point by changing their communication options related to SMS text messaging. Those who opt-out will be marked as such and will not receive text messages until they opt back in. You can opt-out by texting STOP to any message you receive. Currently, two areas are sending text messages: Annual Giving and Alumni Relations; you may need to text STOP to each of these accounts to unsubscribe from texts completely. You can opt back into receiving texts by texting START or contacting the Office of Institutional Advancement (OIA).

Background

Carroll College recognizes that text messaging can be a highly effective means of communication. Still, the college is also aware of the need to protect user's data and limit what information may be sent through text. As a college, Carroll will follow all guidelines and protect user data to ensure a positive communication experience.

Guidelines and Procedures

Carroll College has developed and implemented Non-Emergency Text Messaging Guidelines and will follow the guidelines and procedures outlined in this document. Carroll will manage the opt-in or opt-out of users for text messaging.

There are currently several different text-messaging categories.

1. Alumni Relations – Users may receive messages about events, celebrations, holidays, engagement opportunities, etc.
2. Annual Giving – Users may receive messages about giving, campaigns, stewardship, special initiatives, etc.

Multi-Channel Outreach

Text messaging will be utilized to enhance communication. Email, direct mail, phone calls, and other forms of communication will still be used in partnership with text messaging.

Frequency of SMS text communications

Participating departments will send an average of one to two monthly text messages. Text messages may be sent more often during key times, such as application, registration, or giving days.