

UNIVERSITY POLICY

Policy Title: **TEXT MESSAGING**

Policy Number: 3.3.0.0

Campus: ☐ Lisle ☐ Mesa ☒ Both

Policy Status: ☒ New policy ☐ Continuing/active policy ☐ Archive policy

Supersedes: (if applicable)

Policy Origination/Approval Date: 6/2/2026

Review Period: Biennially

Last Revision Date: 6/1/2026

Last Review Date: 6/2/2026

Next Scheduled Review: 6/2/2028

Associated Division(s): Finance and Operations

Responsible Office(s): Information Technology

Name(s) of Designated Policy Owner(s): Nicholas Pluta

Approved By:

- **University Planning Council Subcommittee on Policies:**
Tim Marin, Ellen Ziliak 6/2/2026
- **President:**
Joseph Foy 6/30/2026

1. Purpose

SMS/text messaging provides a direct mechanism to reach individuals. By sending content directly to their mobile device, users are more likely to consume and appropriately react to content that has been shared.

While this is a powerful medium, a number of compliance components must be in place in order to leverage these platforms correctly. This policy outlines the guidelines that must be followed to maintain regulatory compliance as well as a consistent experience.

2. Scope

This policy applies to all Benedictine University departments, offices, employees, contractors, and authorized representatives who utilize SMS/text messaging platforms to communicate with prospective students, current students, alumni, donors, employees, or other University constituents.

3. Definitions

SMS/text messaging: A service that allows users to send short electronic messages between mobile devices. It is widely used for personal communication, reminders, and notifications.

4. Policy Statement

All Benedictine University departments utilizing SMS/text messaging for official University communications must comply with all applicable federal and state regulations governing text messaging communications, including consent, disclosure, opt-out, privacy, and record-retention requirements. No department may conduct a text messaging campaign without adhering to the requirements established in this policy.

5. Procedures

5.1 To conduct SMS/text messaging campaigns, BenU departments must:

1. Collect consent from campaign participants prior to sending text messages. This can be achieved by offering target participants to opt into text message communications.
2. At the time of consent, provide a description of the types of content/communications. For example, "Receive account notifications via SMS from BenU."
3. Disclose that the recipient may incur a fee as a result of receiving SMS messages. A typical message may state "Message and data rates apply."
4. Notify recipients how often they will receive messages. Verbiage such as "4 messages per month" or "Message frequency varies" are sufficient.
5. Allow message recipients to opt out of receiving future text messages. Instructions should be provided such as, "Text STOP to cancel"
6. Provide recipients with a means to receive assistance. This can be done through additional SMS messaging, providing a phone number, or email address. Some examples include "Text HELP for help" or "Call XXX-XXX-XXXX for assistance."
7. Provide recipients with a link to the university's Text Messaging Terms of Service.
8. Provide recipients with a link to the university's Text Messaging Privacy Policy.

5.2 SMS/text messaging program conditions

1. Benedictine University may utilize SMS/text messaging to communicate public health and safety information, provide updates relevant to University operations, and distribute information pertaining to an individual's relationship with the University. Message frequency may vary.

2. In accordance with the requirements of the Clery Act, Benedictine University is required to issue emergency notifications upon confirmation of a significant emergency or dangerous situation that presents an immediate threat to the health or safety of students or employees occurring on campus. Individuals who provide a mobile telephone number to the University are deemed to have consented to receive emergency notifications via SMS/text messaging. Such notifications are intended to provide timely information regarding emergencies that may require action by students, employees, or guests, including but not limited to tornado warnings, active threats, severe weather events, hazardous material incidents, or other emergency situations. Individuals may opt out of non-emergency messaging programs as permitted by applicable law and University procedures.
3. Recipients may discontinue participation in SMS/text messaging campaigns by replying "STOP" to the designated number or short code. Upon receipt of a valid opt-out request, the University or its service provider will send a confirmation message and cease further campaign-related communications unless and until the recipient subsequently re-enrolls through an approved opt-in process.
4. Assistance regarding SMS/text messaging programs may be obtained by replying "HELP" where available or by contacting the Benedictine University Information Technology Help Desk at helpdesk@ben.edu or 630-829-6684.
5. Wireless carriers and telecommunications providers are not responsible for delayed, incomplete, or undelivered messages.
6. Standard message and data rates may apply to SMS/text messages sent or received through University messaging programs. Questions regarding text messaging charges, service plans, or data usage should be directed to the recipient's wireless service provider.
7. The collection, use, and protection of information obtained through SMS/text messaging programs are governed by the University's Privacy Policy.

6. Related Policies and Documents

- IT Acceptable Use Policy

7. Related Forms

None