



SUBJECT:	Information Technology		
POLICY:	707.1 Text Messaging		
PROCEDURE:	707.1.1 Text Messaging		
EFFECTIVE:	April 2022	REVISED:	REVIEWED: October 2026

Introduction and Purpose

Great Falls College MSU values communicating promptly and efficiently using processes which inform and engage prospects, applicants, students, faculty, and staff without overwhelming them. Text messaging is an approved method of communication Great Falls College uses to communicate directly with these individuals and is conducted only in accordance with this policy. This procedure and its policy define the permitted scope, manner, and terms of authorized college text messages.

Procedure

Approved Mass Text Messages

All mass text messages must be approved before they are sent.

The approval process requires that the sender receives approval from their department lead and their Executive Team member. Upon receiving approval, the mass text message may be sent. Approval is not required for individual text messages.

Approved Mass Text Message Senders

Areas approved to use mass text messaging are listed below. To add a user, the supervisor needs to acquire permission from their Executive Team member.

Areas Approved for Mass Text Messaging

Department	Lead
Admissions	Director
Advising	Director
Financial Aid	Director
Registrar	Registrar
Marketing & Communications	Director
Academic Divisions	Executive Director of Instruction

Approved Mass Text Messaging Platforms

Only approved software programs will be used for mass text messaging:

Reach CRM

GoTo Connect SMS

Text Messaging Best Practices

- Mass text messages must follow the approval process stated in this policy.
- Mass text messaging must be collaborated with Communications & Marketing to avoid duplication of messages.
- Class-wide communication should be done through approved LMS and not text messaging so as not to overwhelm students.
- Texting should not be used as the sole system through which a message is communicated. The message should be duplicated with email, phone, or other acceptable means of communication.