



## COLLEGE POLICY

<b>Policy Name:</b> Student Electronic and Digital Communication	<b>Policy Number:</b> CP 4.11
<b>Board Policy Reference:</b> n/a	<b>Approvals:</b> Student Success Council: May 22, 2023
<b>Applicable WAC/RCW:</b> n/a	

### Student Electronic and Digital Communications

#### Purpose

Provide guidance for the use of various digital communication media, and establish an official means of communications for students to:

- Improve the timeliness and reliability of communication,
- Integrate sustainable operations, and
- Protect student information.

This policy applies to all students enrolled Cascadia College.

#### Narrative

Cascadia College will primarily use electronic communications to conduct official college business. Notification by email will also be considered official contact. The college provides an official Cascadia College email address to all students at the time of their admission and uses this email as the primary method for official communication with students. To protect student confidentiality related to the Family Educational Rights and Privacy Act (FERPA), students and college employees are expected to communicate using their college assigned official email address. The college maintains a reasonable expectation that email correspondence is received and read in a timely manner.

Official email notifications include security alerts, campus closure information, information technology services alerts, required federal and state notifications, student specific financial aid and registration notifications, and all other communication that relates directly to individual student transactions or issues.

Students are responsible for keeping themselves up-to-date regarding email communications. The college will provide each credit and non-credit student (except Cascadia in the High School) an official college email address.

In the case of Cascadia in the High School (CiHS), college employees will use the appropriate contact email. Students who have a college-provided email but use a personal email to contact college employees will be redirected to their college-provided email address for responses when it is not possible to respond without disclosing FERPA protected information. Exceptions may be allowed with the approval of the responsible executive authority.

### **Expectations of Students**

The college expects that every student will read their college-provided email on a frequent and consistent basis. Students must recognize that certain communications may be time-sensitive, and they may be required to monitor email on a more frequent basis than determined by instructional needs. A student's failure to receive and read college communications in a timely manner does not absolve that student from knowing and complying with the content of such communications.

Students who redirect email from their official college email address to another address do so at their own risk. The student also assumes all risk of inadvertent disclosure of non-directory information (grades, letters of accommodations, etc.) if the student chooses to forward their college email to another provider.

### **Text Messaging**

Cascadia College may also use text messaging to communicate directly with students, only in accordance with this policy. Recognizing that students may incur fees upon receipt of text messages, the college will only text students after first receiving consent to text and will limit texts only to the topics for which consent was received; students may opt out after opting in at any time.

Mass communication through text messages will go through officially supported messaging platforms and be performed only by those approved to do so.

Texting will not be the only way a mass communication message is sent. The message will be duplicated with email, phone, website posting, or other acceptable means of communication so as to ensure receipt and include all applicable audiences. The responsible executive authority may establish exceptions to this provision.

### **Opt-out Options**

Students may not elect to opt-out of receiving emails sent to their official college email addresses or notifications sent using the Canvas learning management system. Students may elect to stop receiving text messages by replying "STOP."

### **Mass Communication to Students through Digital/Electronic Means**

All digital student communications will be consistent with other Cascadia College policies including all relevant Cascadia Board Policies, the Appropriate Use of [find Cascadia policy/procedure] Technology procedure, and applicable laws.

In order to ensure communications are appropriate, relevant, and timely, the college may place reasonable restrictions on who can send mass student communications. This will not restrict instructor communications with students currently enrolled in their classes, including through Moodle messaging.

Mass communications are defined as any message of substantially identical content sent to 50 or more students at once, excluding communications targeted specifically to students enrolled in large courses.

#### Relevant Laws, Regulations, Policies and Other Resources

- Family Educational Rights and Privacy Act of 1974 (FERPA)
- Acceptable use Policy Homepage
- Student Handbook (policies and procedures)
- Cascadia College Student Code - Washington Administrative Code

#### **Date Adopted:**

Student Success Council: May 22, 2023