

# 61.99.99.K0.01    **Communication with Students by Text/SMS Messages**



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## **Procedure Summary**

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To help ensure student success, Texas A&M University-Kingsville (TAMUK) must communicate timely and effectively with its prospective and current students. Text/SMS messaging is one of the methods of communication that TAMUK may use to communicate directly with students. Text/SMS messages sent by TAMUK using an automatic telephone dialing system must comply with the Telephone Consumer Protection Act (TCPA), 47 U.S.C. §227, and this university procedure.

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## **Definitions**

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Automatic Telephone Dialing System – Equipment with the capacity to store or produce telephone numbers to be called, using a random or sequential number generator, and to dial such numbers. (47 U.S.C. §227(a)(1)). This definition applies to voice calls and text/SMS messages.

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## **Procedure**

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### **1. REQUIREMENTS**

- 1.1. Any department/unit within TAMUK that sends text/SMS messages using an automatic telephone dialing system is responsible for complying with the TCPA and the following requirements:
  - (a) Obtain prior express consent of the recipient of the text/SMS message;
  - (b) Provide the recipient of the text/SMS messages the option to opt out of future text/MSM messages from the department/unit;
  - (c) Send no further text/SMS messages if consent is withdrawn or the recipient opts out of the future messages from the department/unit; and
  - (d) Verify, at least annually, that the cell/mobile telephone numbers on the department's/unit's call list are current and remove any number(s) from the call list that cannot be verified.

- 1.2. The department/unit sending the text/SMS message using an automatic telephone dialing system is responsible for complying with the TCPA and this SAP whether the mobile/cell phone numbers are pulled from a central university database, or a list created at the department/unit level.

## 2. BEST PRACTICES

- 2.1. Text/SMS messages sent by TAMUK, whether sent using an automatic telephone dialing system or by direct dialing, should follow these best practices to ensure that students remain in the texting program and do not opt-out due to an excessive number of texts:

- 2.1.1. Text/SMS messages should only be used to send students important and time-sensitive official information, including emergency notifications, health and safety information, notices critical to student success, account information, admissions, registration, advising, and financial aid.

- 2.1.2. The number of text/SMS messages sent by the department/unit should not be excessive.

- 2.1.3. Text/SMS messages should not exceed 160 characters.

- 2.1.4. Content follows Web Content Accessibility Guidelines 2.1 for accessibility.

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## Related Statutes, Policies, or Requirements

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[Telephone Consumer Protection Act, 47 U.S. Code §227](#)

[Web Content Accessibility Guidelines 2.1](#)

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## Contact Office

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Office of Marketing and Communications  
(361) 593-2014