

Communicating to Students Questions for Benchmark Institutions

Questions:

1. Do you find that your students don't check and/or or use their university email accounts? If yes, what factors make you aware of this issue?
2. Do you have alternative methods for communicating with students (e.g., texting, customized portal messages, social media, mobile apps)? If yes, please describe.
3. If you are using third party solutions for alternate solutions, please provide information about the vendor and service.
4. If you are using your portal for targeted and customized communication, please describe.
5. If you are using alternative methods to communicate with students, what types of policies and procedures have you had to consider, create, or change?
6. At Missouri State University we are finding it difficult to accurately store mobile numbers. We have several different phone types in our SIS (Banner) – primary/permanent, local, cell, campus, etc. When a student completes the application for admission, the phone number listed with the primary address is populated in the primary/permanent type phone field in Banner. There is an “other information” on the application that has a place for cell phone. That field populates cell phone type field in Banner. However, many students put their cell phone number in the primary address information. So, we've got cell phone numbers stored in the primary/permanent phone type, cell phone type, and sometimes local phone type. The result is that it's a mess. We need to determine a way to better collect and store the mobile phone number, and then keep the data clean. Do/did you struggle with this? And do you have suggestions on a data collection, storage, and maintenance model that would help resolve this issue?

Ball State University

1. If emails are not received the student would call the Registrar. Other than that, emails are not an issue.
2. Portal Messages and currently exploring mobile apps
3. Use ARGOS for student registration and scheduling etc.
4. NONE
5. IT drives all the policies
6. NONE

Illinois State

1. The university uses email as the official way to communicate, they send out a lot of emails that are one way emails that don't need a response. However when students need something they use their email and check it for responses. No issues
2. No, not really. Occasionally use student portal for blast messages. Use on occasion the university Facebook, twitter and other social media to make announcements.
3. NO

4. They just got a new student portal and it is not very customizable, but can put all student messages on the banner of the portal.
5. Don't use alternatives methods
6. They don't differentiate between the types of numbers they are storing. The student can differentiate what number they want to put on (such as home, cell, work) but the university doesn't.

Louisiana Tech

1. Email is not an issues. LT enforces email for their students as the primary form of communication.
2. Email is primary, texting is only used for emergency alerts
3. Use Moodle portal, but mostly used for class related information.
4. NONE
5. When using Moodle there is no discussion of grades or personal information. That information all gets routed through email.
6. Just use primary numbers, but they don't use those numbers much cause they use email as the primary contact.

University of Montana

1. No issues with email. Email is enforced as the primary source of communication with students.
2. Unsure – Possibly social media in the future
3. Unsure
4. Unsure
5. No issues
6. Just store numbers

University of Northern Iowa

1. Use email frequently, no issue
2. Phone calls sometimes made. Facebook and twitter are used but not often and not as a main source of communication.
3. None
4. None
5. Just comply with FERPA regulations.
6. Use best judgement on what number to contact when looking up students in SIS. Not worried to much about the 'mess' of contact information in SIS.

Other Schools (no response)

Grand Valley State

James Madison University

Townson University

University of North Carolina

University of Texas

Wichita State University

James Madison University