



# Operating Protocol & Procedure

## Details:

Number: 625

Title: Instructional Direct Messaging

Category: Instruction

Office of Primary Responsibility: Office of the Chief Academic Officer

Approval Date: 5/7/18

Effective Date: 5/7/18

Revised: N/A

## Purpose:

To outline direct messaging guidelines used by instructors and faculty as an additional method of communication with the students.

## Applicability:

All PCC faculty, instructors, and students

## Definitions:

Direct Messaging: A closed non-public messaging communication method that is tailored to a specific audience, (e.g., class, student work group, organization) that functions as an opt-in (self-elected) message service.

Campus Community: Students, Faculty and Staff that come together within the Pueblo Community College for a common goal.

## References:

PCC OP 270, [Software Usage](#)

PCC OP 272, [General Computer Usage](#)

SBCCOE Policy BP 3-125, [Electronic Communication Policy](#)

SBCCOE Policy BP 3-70, [Colorado Community College System Code of Ethics](#)

CCCS President's Procedure SP-125c, [General Computer and Information Systems Procedures](#)

Family Educational Rights and Privacy Act of 1974 (FERPA)

## Attachments or Related Forms/Documents:

N/A

## Operating Protocol:

Instructional direct messaging is an optional, supplemental method of communication used by instructors and faculty to send messages, specific to their courses, to the students enrolled in them.

Faculty and instructors must use Colorado Community College System's official learning management system (e.g. Desire 2 Learn) to facilitate coursework and teaching, but may use approved messaging applications for instructional purposes.

Faculty and instructors are expected to use good judgment about content and must adhere to all privacy laws and college operating protocols and procedures, including those pertaining to: acceptable use; copyright information; IT security; personal records privacy and security; FERPA/privacy policies; employee and student codes of conduct; and procurement rules.

**Procedure:**

- 1) All non-emergency use of direct messaging services and software must be approved in accordance with PCC Operating Protocol 270 (Software Usage).
- 2) Students must opt-in to receive direct messages.
- 3) Authorized direct messaging employees must abide by all other policies regarding content, as well as ensure the following:
  - a. Content is accurate.
  - b. Wording is appropriate.
  - c. Tone is casual, but professional, and ends with a question when a response is desired.
  - d. List of recipients is correct.
  - e. Information within the message is directly related to the student and/or their studies.
  - f. Message clearly states the action that the student needs to take or how the information impacts the student and who to contact for additional information.
  - g. Number of messages received by a student should be appropriate to ensure he/she will continue to regard the text messages as important information.
  - h. Messages are sent with adequate time for the action or activity.
  - i. Students are expected to adhere to the PCC Student Code of Conduct.
- 4) Instructional direct messaging must not be used as the sole means of communicating an essential message or announcement. The direct message must be supplemented by some other means of communication, such as official student email, learning management system notification and email, or paper notice, to ensure that all students, including those who have not opted-in, receive the message.
- 5) Instructional direct messaging must NOT be used as or for the following:
  - a. Sending any messages containing strictly prohibited information such as social security numbers, passwords, credit card numbers or any FERPA-protected data.
  - b. Sending content that is threatening, obscene, a violation of intellectual property rights or privacy laws, or otherwise injurious or illegal.
  - c. Sole method of communication.
  - d. Communicating personal or confidential information about the college, its staff, or its students.
  - e. Sending non-course specific information to large populations (e.g., "Spring Fling on Tuesday!, Enrollment starts today."), the communications relevance to the course and delivery is solely at the instructor's discretion.
  - f. Promote or market to students.
  - g. Personal matters (e.g., items for sale, farewell messages).
  - h. Emergency alerts.