



UTAH VALLEY UNIVERSITY Policies and Procedures

Proposed Policy Number and Title: 116 Student Communications			
Existing Policy Number and Title: Not applicable			
Approval Process*			
<input checked="" type="checkbox"/> Regular	<input type="checkbox"/> Temporary	<input type="checkbox"/> Non-Substantive Change	<input type="checkbox"/> Compliance Change
<input checked="" type="checkbox"/> New	<input type="checkbox"/> New	<input type="checkbox"/> Revision–Limited-Scope	<input type="checkbox"/> Revision–Limited-Scope
<input type="checkbox"/> Revision	<input type="checkbox"/> Revision		<input type="checkbox"/> Deletion
<input type="checkbox"/> Deletion	<input type="checkbox"/> Suspension		
*See UVU Policy 101 Policy Governing Policies for process details.			

Draft Number and Date: <u>Stage 4 Board of Trustees Draft</u>
President’s Council Sponsor: <u>Michelle Kearns</u> Ext. _____
Policy Steward: <u>Derek Kent</u> Ext. _____

POLICY APPROVAL PROCESS DATES	
<p>Policy Drafting and Revision</p> <p>Entrance Date: <u>01/12/23</u></p> <p>University Entities Review</p> <p>Entrance Date: <u>3/28/24</u></p> <p>Close Feedback: <u>9/27/24</u></p> <p>University Community Review</p> <p>Entrance Date: <u>12/12/2024</u></p> <p>Open Feedback: <u>12/12/2024</u></p> <p>Close Feedback: <u>12/19/2024</u></p> <p>Board of Trustees Review</p> <p>Entrance Date: <u>01/09/2025</u></p> <p>Approval Date: _____</p>	<p style="text-align: center;">POST APPROVAL PROCESS</p> <p>Verify:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Policy Number <input type="checkbox"/> Section <input type="checkbox"/> Title <input type="checkbox"/> BOT approval <input type="checkbox"/> Approval date <input type="checkbox"/> Effective date <input type="checkbox"/> Proper format of Policy Manual posting <input type="checkbox"/> TOPS Pipeline and Archives update <p>Policy Office personnel who verified and posted this policy to the University Policy Manual</p> <p>Name: _____</p> <p>Date posted and verified: _____</p>



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POLICY TITLE	Student Communications	Policy Number	116
Section	Governance, Organization, and General Information	Approval Date	
Subsection	Governance and Organization	Effective Date	
Responsible Office	Office of the Vice President of Student Affairs	Last Review	

1.0 PURPOSE

- 1 **1.1** This policy establishes best practices for electronic mass communications to UVU students;
2 to ensure compliance with FERPA regulations and UVU policies; and to preserve the value and
3 integrity of student communications.

2.0 REFERENCES

- 4 **2.1** *Family Educational Rights and Privacy Act (FERPA)*, 20 U.S.C. § 1232g
5 **2.2** *Telephone Consumer Protection Act*, 47 U.S.C. § 227
6 **2.3** *Government Records Access and Management Act*, Utah Code Ann. § 63G-2
7 **2.4** [Utah Board of Higher Education](#) SHE R840 *Institutional Business Communications*
8 **2.5** UVU Policy 112 *Use of University Social Media*
9 **2.6** [UVU Policy 138](#) *Institutional Review Board*
10 **2.6.2.7** UVU Policy 445 *Institutional Data Management and Access*
11 **2.7.2.8** UVU Policy 542 *FERPA (Students Records Privacy)*

3.0 DEFINITIONS

- 12 **3.1 Directory information:** Student education record information identified by UVU Policy 542
13 that can be released without the student's written consent.
- 14 **3.2 Electronic messaging systems:** Messaging technology or methods for personal
15 communications. These may include but are not limited to instant, email, web, mobile, or app
16 messaging technology.



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17 **3.3 Enterprise email:** The email system the University uses to engage in official business. This
18 includes but is not limited to addresses using the @uvu.edu domain. Enterprise email service
19 does not include any separate, affiliated email services that the University offers to alumni or
20 other groups.

21 **3.4 Mass communication:** A message sent to multiple students at the same time that has
22 identical, or nearly identical, messaging. For the purposes of this policy, these communications
23 may be distributed via email or text messaging.

24 **3.5 Opt-in messaging:** Messages where recipients have indicated an interest in and willingness
25 to receive communications.

26 **3.6 Opt-out messaging:** Messages sent by university offices or departments where it is
27 presumed that students have agreed to receive the messages when they are admitted and enrolled.

28 **3.7 Registered student:** A student registered for at least one class in the current or upcoming
29 term.

30 **3.8 Required messaging:** Communications that must be sent to students for compliance with
31 federal, state, or local regulations or campus policies. Students cannot opt out of these
32 communications.

33 **3.9 Sender:** For the purposes of this policy, a university entity, department, or employee
34 authorized to send mass communications to students.

35 **3.10 Student Communication Governance Council (SCGC):** Advisory committee composed
36 of representatives from divisions involved in student communications. This group guides and
37 assesses communication needs and efforts from the University to students.

38 **3.11 University electronic communications:** Any electronic communication that an employee,
39 trustee, volunteer, or other designated individual sends or receives as part of their responsibilities
40 at the University.

4.0 POLICY

41 4.1 Scope of Policy

42 **4.1.1** This policy applies only to university mass communications sent to registered students via
43 email and text messaging. It is not intended to direct or restrict classroom communications
44 between faculty and their students. Other forms of mass communication, including emergency
45 communications or those required by state or federal law, are not addressed in this policy.



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46 4.2 Policy Statement

47 4.2.1 Senders must follow the best practices and standards for emailing and texting at UVU,
48 including those documented in the *Student Communication Guidelines*, which can be found on
49 the employee intranet.

50
51 4.2.2 Senders shall adhere to FERPA regulations and institutional policies to protect the privacy
52 of students' personally identifiable information and education records.

53
54 4.2.3 Senders are responsible for obtaining the required approvals or consent through the
55 procedures established in this policy before distributing any non-required email or text messages.

56 4.2.4 Senders who fail to comply with these standards may have their access to certain tools
57 and/or information revoked or be subject to appropriate disciplinary action. The Student
58 Communication Governance Council will review and approve or disapprove requests to reinstate
59 access to tools. The sender's first-level supervisor may appeal the SCGC's decision to
60 disapprove reinstatement.

61 4.3 Student Communication Governance Council

62 4.3.1 The Student Communication Governance Council (SCGC) is responsible for creating and
63 maintaining rules and guidelines for communicating with students. The council assesses and
64 gives feedback on the current state of student communication to improve systems and processes.

65 4.3.2 The SCGC is chaired by a representative from Student Affairs and is comprised of
66 representatives from areas across campus, including Athletics, Digital Transformation, Academic
67 Affairs, Student Affairs, and Marketing and Communications.

68 4.4 Responsibilities of Senders

69 4.4.1 Senders are responsible for obtaining all required ~~university~~ approvals from their
70 corresponding first-level executives, such as assistant vice presidents or deans, before sending
71 any mass communications. First-level executives should review these requests to ensure they
72 address a need, are consistent with university messaging, and clearly identify which university
73 entity owns the content.

74 4.4.2 ~~When required, s~~Senders are responsible for obtaining students' consent to receive
75 communications and maintaining records of the opt-in and opt-out responses for text messages
76 and non-required emails.

77 4.4.3 Senders shall maintain and secure all student information they obtain for communications
78 (see section 5.3). ~~They~~ The sender shall ~~also~~ use the student information only for the purpose for
79 which it was obtained.



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80 4.4.34.4.4 Senders are responsible for obtaining all other approvals necessary for their intended
81 communications; for example, senders seeking to conduct research or survey students should
82 ensure their project has received IRB approval per Policy 138 *Institutional Review Board*. Areas
83 including students in research are responsible for requesting a contact list from BIRS.

84 **4.5 Exemptions for Gaining Approval**

85 **4.5.1** The offices and organizations listed in the *Student Communication Guidelines* do not need
86 approval for their communications when the messages are required under their stewardship or
87 specific job functions. Other offices and organizations listed in the guidelines that are responsible
88 for contacting individual students about their academic, mental, or physical well-being are also
89 exempt.

90 **4.5.2** Division representatives must ask the Student Governance Council for any additional
91 exceptions.

92 **4.6 Impermissible Mass Communications**

93 **4.6.1** The following communications are not permitted as unsolicited, mass communications via
94 texting or email:

- 95 1) Promotions for individual events or activities that do not have approval of a first-level
96 executive. Senders should use the campus events promotion systems and other best practices
97 including social media and digital signage to promote events.
- 98 2) Research requests with student participants or
99 respondents that have not received IRB approval.
- 100 3) Surveys with more than 500 student participants or respondents that are determined to not
101 need IRB approval. These surveys shall be coordinated with UVU's Office of Institutional
102 Engagement and Effectiveness.
- 103 4) Canvassing Solicitations or campaigns for personal, business, or political purposes.

104 **4.7 Permitted Email Communication**

105 **4.7.1** All university email communications must be sent through the official UVU enterprise, not
106 personal, email accounts for both senders and registered students, unless otherwise approved by
107 the appropriate first-level executive.

108



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110 [4.7.14.7.2](#) Any out_reach that may require the use of personal or preferred email addresses must
111 be approved by the first-level executive and must contain only directory or general institutional
112 information.

113

114 [4.7.24.7.3](#) Email communications are categorized as either required, opt-out, or opt-in
115 messaging:

116

117 [4.7.2.14.7.3.1](#) Required messaging may include, but is not limited to, student account reminders,
118 registration dates, advising outreaches, and academic deadlines. Students cannot opt out of
119 required messaging.

120

121 [4.7.2.24.7.3.2](#) Opt-out messaging, as defined in [section](#) 3.7, may include but is not limited to
122 campus or department newsletters, [student research and surveys](#), and messaging from other
123 campus resources.

124

125 [4.7.2.34.7.3.3](#) Opt-in messaging, as defined in [section](#) 3.6, may include messages from The Den,
126 The Noorda Center for the Performing Arts, and other student clubs and organizations. Offices
127 and organizations are responsible for maintaining a record of students who have opted in.

128 [4.7.34.7.4](#) University areas that distribute opt-out or opt-in messaging must honor requests to
129 unsubscribe from communications.

130 **4.8 Permitted Text Messaging**

131 **4.8.1** Each sender or university area must receive [express](#) student ~~express~~ consent before text
132 messaging students. Students should be notified of the types of texts to which they are
133 consenting and must be able to unsubscribe or opt out of receiving text messages at any time.
134 Consent to receive messages from one area on campus does not grant consent to all other areas.
135 ~~Similarly, opting out of text messages from one university area will not opt-out a student from~~
136 ~~receiving messages from other university areas.~~

137

138 **4.8.2** Each sender or university area is responsible for maintaining a record of [express](#) consent
139 received from students.

140

141 **4.8.3** The text messages sent to a student must include the [U](#)niversity and university area's
142 name (e.g. "UVU Admissions" or "UVU Athletics") communicate that standard data and text
143 messaging rates may apply and tell the recipient how to opt-out or unsubscribe from future
144 messages.

145



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146 **4.8.4** Senders can use text messaging to relay critical information about cancellations, closures,
147 admissions, academic requirements, deadlines, registration information, financial aid, and other
148 matters that are time-sensitive and necessary for student progress. Text messages should not be
149 the primary means of communication with students, but used as a supplemental communication
150 tool. Text messages must align with the department or area communication plan or strategies
151 approved by a first-level executive.

152
153 **4.8.5** Because text messaging is not a FERPA-compliant channel, university officials must not
154 use text messaging to communicate personal or confidential information, including social
155 security numbers, passwords, financial information, or academic information, such as student
156 grades or class schedules.

157 **4.8.6** Students who have invoked their right to deny the release of their directory information
158 should not be communicated with via text message unless they have provided direct-express
159 consent to receive messages from the sender.

5.0 PROCEDURES

160 **5.1 Requests for Email Communications**

161 **5.1.1** Requests for email communications should state the purpose of the communication, include
162 the email's content, and identify a specific, targeted audience. Campaigns and other email
163 messages must have an intentional and clear purpose to notify, remind, or move a student to
164 action. All messages should be timely, clear, and effective.

165
166 **5.1.2** Requests for email communications must identify the category in which the email falls:
167 required, opt-out, or opt-in messaging.

168
169 **5.1.3** In accordance with section 4.4.2, sSenders must submit these requests to and obtain all
170 required approval from their first-level executive.

171 **5.1.4** The distribution of any unsolicited-mass email communication determined to be a non-
172 required message that students have not opted into must be approved in advance by the
173 appropriate first-level executive. Approvals may be made for stand-alone messages or for
174 specific communication plans such as newsletters or drip campaigns.

175 **5.2 Requests for Text Communications**

176 **5.2.1** Areas seeking approval to use UVU messaging systems to text students can complete the
177 request form through the Student Communication Governance Council (SCGC). This request
178 must include the specific audience, the types-content of messages to be sent to students, and the
179 ways student information and express consent will be collected.



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180 ~~5.2.1 The SCGC will review each request and ask follow-up questions as needed. This review is~~
181 ~~to ensure compliance with university policy while verifying that the area requesting access has~~
182 ~~demonstrated a need for the communication channel.~~

183 ~~5.2.2 Once the SCGC approves the request, they will connect the area representative with the~~
184 ~~vendor to establish an account and receive training on the system. Area representatives are~~
185 ~~responsible for ensuring that all current and new senders receive the appropriate training.~~

186 5.3 Request for Access to University Messaging Systems

187 5.3.1 The SCGC will review each request and ask follow-up questions as needed. This review is
188 to ensure compliance with university policy while verifying that the area requesting access has
189 demonstrated a need for the communication channel.

190 5.3.2 Once the SCGC approves the request, it will connect the area representative with the
191 vendor to establish an account and receive training on the system. Area representatives are
192 responsible for ensuring all current and new senders receive the appropriate training.

193 5.3.3 The SCGC may deny a request if the area fails to demonstrate a clear need for the channel
194 or fails to identify how the area will comply with the procedures within this policy and other
195 applicable university policies, such as Policy 138 *Institutional Review Board* and Policy 542
196 *FERPA (Students Records Privacy)*. The SCGC may also deny requests if the University's
197 contract with a communication platform vendor does not give the University the ability to
198 register additional users. Areas may resubmit requests with any necessary clarifications.

199 5.35.4 Maintenance and Security of Student Information

200 5.3.15.4.1 Senders maintain responsibility for the proper use, care, and security of student
201 information and contact lists.

202 5.3.25.4.2 Student lists may not be used for any purposes other than the approved use. These lists
203 must not be retained or repurposed outside of the parameters defined in the request. Senders with
204 access to systems providing regularly updated lists of student information may only use the lists
205 for their intended purposes. Lists pulled from approved systems or Business Intelligence and
206 Research Services (BIRS) requests should not be shared with offices or individuals not involved
207 in related communications.

208 5.3.35.4.3 Senders ~~who~~ do not maintain membership lists or have access to systems with
209 regularly updated student information can submit a request for student contact information to
210 BIRS. Requests will only be approved for a specific communication or campaign with a defined
211 target audience.



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212 [5.3.45.4.4](#) Only the offices and departments that can provide a record of students opting to
213 receive text messages can obtain student contact information. Requests for student information
214 for text messaging must be accompanied by evidence of express consent. Offices and
215 departments are permitted to collect student phone numbers obtained by consent.

POLICY HISTORY		
Date of Last Formal Review: Click here to enter a date.		
Due Date of Next Review: Click here to enter a date.		
Date of Last Action	Action Taken	Authorizing Entity
	Regular policy approved	UVU Board of Trustees

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Executive Summary: Policy 116 *Institutional Messaging and Student Communication*

Date: June 7, 2022
Sponsor: Dr. Kyle Reyes
Steward: Derek Kent
Policy Process: Regular
Policy Action: New

Issues/Concerns (including fiscal, legal, and compliance impact):

Ineffective communications can negatively impact the student experience and efforts to increase retention and graduation. Students at UVU currently receive well over 3,000 emails over an academic year from multiple sources across campus. This deluge of messages creates challenges in communicating vital information to students who begin to experience message fatigue. Addressing this issue will result in more effective communication channels, helping students receive the information they need in a timely and efficient manner. While UVU's *Employee Email Guidelines* identify best practices regarding employee use of email, it does not address the matter of one-to-many communications with students. There is not an established policy to define the communication channels by the University or the purposes for their use.

Suggested Changes: Creation of Policy 116 *Institutional Messaging and Student Communication*.

This new policy will:

- Identify and define the purpose of communication channels used by the institution to communicate with students
- Establish foundations of best practices for one-to-many communications with students.
- Provide structure and framework to implement adaptable guidelines.

Requested Approval from President's Council: Stage 1

Proposed Drafting Committee: Derek Kent, Eric Humphrey, Matt Serrao, Bonnie Rodriguez-Mortensen, Jennifer Gallagher (embedded editor), Jaden Muir (UVUSA)

Target Date for Stage 1 Draft to Enter Stage 2: 1/12/2023



Equity Assessment Committee (EAC) Worksheet

NOTE: This form is for internal use only by the EAC and policy sponsors/stewards/coordinators. This form captures general equity concerns and those that impact the specific groups listed. The Equity Assessment Findings and Responses Summary form accompany the Stage 1 draft.

Policy Number: 116	Policy Title: Student Communications
EAC Review Date: March 22, 2024	Policy Sponsor: Michelle Kearns
Date Completed by Policy Sponsor/Steward/Coordinator:	Policy Steward: Derek Kent

UVU Scope (Groups impacted):

- | | |
|---|--|
| <ul style="list-style-type: none"> Adult learners Age (40+) Color First-generation student status Individuals with apparent or non-apparent disabilities National origin and citizenship status | <ul style="list-style-type: none"> Pregnancy, pregnancy-related conditions Race and ethnicity Religion, spirituality, and worldviews Sex, gender identity, and gender expression Sexual orientation Socioeconomic status Veteran status (including uniformed military status) |
|---|--|

Section	Groups Impacted	General Equity	Equity Concern	Equity Recommendation	Policy Sponsor/Steward/Coordinator Proposed Solution
3.1		X	How will those who need to be trained as approved senders know about and access any required training? Is it the same or different from the vendor training mentioned in section 5.2.3?	State in the policy what the training is, how it is accessed, and how approved senders will be notified of required training.	Removed definition, including this phrasing, because the term is redundant with the definition for “sender” and the training is explained further in 5.2.3. Added additional detail to 5.2.3.



POLICY APPROVAL PROCESS - STAGE 2
SUMMARY OF COMMENTS for Policy 116

Policy Title: Student Communications	Policy Number: 116
Sponsor: Michelle Kearns	Steward: Derek Kent

NOTE: Indicate with X whether the comment is editorial (grammar, punctuation, sentence structure, etc.) or is a substance comment (content, procedure, etc.).

CAMPUS ENTITY	POLICY SECTION	Editorial Comment?	Substance Comment?	CONCERN	SPONSOR/STEWARD RESPONSE
Faculty Senate	3.0		X	Instead of giving an example, as in line 70, we suggest that ‘first-level executives’ be clearly defined in section 3.0 Definitions.	Because the definition of “first-level executive” can vary widely across campus, we have chosen to keep the examples for now.
Faculty Senate	3.4 & 4.1.1		X	As this policy is no doubt meant to interact directly with class/course communications, we feel it would be prudent to have language that specifically addresses this type of communication.	Added language in 4.1 to clarify that this policy is not intended to direct classroom communications between faculty and their classes.
Faculty Senate	4.2.1 & Policy Generally		X	To simplify the reading and understanding of policy, we suggest that outside documentation as in the case of “Student communication guidelines” in this policy or “Curriculum procedures” in Section 4.7 of Policy 605 be kept in a repository accessible through the Policy Manual on UVU’s website and be directly linked to in the policy documents. This does not need to be done in place of our current	<p>TOPS (The Online Policy System), which is currently in place, does not have the capability to link to such a repository. Nor does the Policy Office have the bandwidth or responsibility to maintain these documents and a repository.</p> <p>The limitation of TOPS makes it difficult to keep links from other webpages updated. (It is the responsibility of other webpage owners to keep links</p>

				system of keeping such documents housed within their university entities but is to be done as an additional step to this process.	updated.) The Policy Office plans to address this in the next iteration of TOPS.
Faculty Senate	4.2.4		X	Include the conditions under which and the accompanying process a sender may have privileges and access reinstated.	Added statement referring requests to the Student Communication Governance Council.
Faculty Senate	4.4.2		X	<p>This subsection would make more sense if it were included in the procedures portion of the policy document. This could be done by splitting the idea in two:</p> <ul style="list-style-type: none"> • 5.1.4/5.2.4 Senders are responsible for obtaining students' consent to receive [email/text] communications • 5.3.5 Once student consent is received, senders are responsible for maintaining records of the opt-in and opt-out responses <p>As a vacuous policy, this idea is far too abstract to be understood.</p>	This information is important to be covered in section 4.4.2, but we have added a reference in section 5.1.3 to section 4.4.2 to accommodate the recommendation.
Faculty Senate	4.4.3	X		It would read better if the second sentence did not begin with "They" with an unclear antecedent. We suggest it begin, "The sender shall..." or "The same shall..." though the latter is fun, the former is probably best. In either case, the word "also" can be dropped.	Updated wording as recommended.

Faculty Senate	4.6.1		X	<p>As it is written, this subsection creates many undue burdens for the university, colleges, departments, and faculty alike. This could arise from a couple of issues:</p> <ul style="list-style-type: none"> • The policy itself is unclear in regard to terms like ‘unsolicited’ and ‘mass communications’ • The policy itself is unclear in regard to terms like ‘individual events/activities’ and ‘surveys/research requests’ • When writing this subsection, the idea seemed brilliant without understanding that these restrictions undermine the community and research aspects of faculty and student life at the university. <p>This should be removed.</p> <p>On the other hand, we are all in favor on not receiving emails from Jason Osmond, VP of Marketing for Aubergine Kitchen, promoting the UVU Dining Service option of Aubergine Kitchen with the subject line “Mmmm cheese bread”, or similar marketing emails from UVU adjacent entities.</p>	<p>Updated wording for 4.6.1.</p> <p>We define mass communication in 3.4 and some of the unnecessary uses of “unsolicited” were removed as well for clarity. In regard to defining terms such as “individual events” and “surveys/research requests,” additional wording was also added for clarity.</p> <p>Addressing the final bullet point: We know from surveys and other input that students have been overwhelmed with university communication; so, we’re working to enhance the quality of student life by sending only essential information. This policy addresses the concerns that students have expressed, and the communication needs they have.</p> <p>Under this policy, email communications referenced from UVU-adjacent entities would not be allowed for students.</p>
Faculty Senate	General		X	<p>There should be specific language outlining how this policy applies to past students and alumni. Do they share in equal rights to current students under this policy? We believe they should.</p>	<p>The purpose of Policy 116 is to address communication with current students. Communication with alumni or former students would be addressed in a separate policy.</p>

PACE	4.4.1		X	<p>This is likely referring to the guidelines, but it is confusing as written. Senders are responsible for obtaining approval. However, it doesn't say anywhere that approval is actually required.</p> <p>Similarly, 5.1.4 states "unsolicited" email communication requires approval but is in the procedures section as a subpoint under "requests for email communications". ???</p>	Wording updated in 4.5.1 and 5.1.4 for clarity
PACE	4.4.2		X	<p>Again, likely referring to the guidelines, but it is confusing as written. "When required" is not defined or easily understood.</p>	Updated wording for clarity
PACE	4.6.1 (2)		X	<p>There is a lot of confusion around who is allowed / not allowed to send out surveys. And when allowed, what approvals / channels are required before they can be sent out?</p> <p>Consider working with Rasha / University Assessment to make 4.6.1 (2) more encompassing or provide additional clarity.</p>	<p>This wording has been updated in coordination with IEE's Data Collection team and IRB reviewers.</p> <p>We clarified in the revision that communications for individual events should not be done via email. Added wording to specify channels that are more effective for these types of events.</p> <p>Collaborated with the IRB review team and IEE to reword the statements on surveys and student research. Our intent is not to restrict surveys and research, but ensure approval is obtained through established processes.</p>
PACE	4.6.1 (4)	X		<p>Recommend to define Canvassing, given it is not a frequently used term.</p>	Updated wording for further clarity.
PACE	4.8.5	X		<p>Recommend to revise to add an example of the most common FERPA</p>	Updated wording as recommended.

				violation: "including social security numbers, passwords, financial information, or academic information such as student grades."	
PACE	4.8.6		X	How will a department know if a student has revoked their right to be contacted?	This is denoted in the student record by a confidentiality marker and should be noted by BIRS in any student information request.
UVUSA	Overall		x	It's good to have this defined for campus so students can get important information and not fluff.	Thank you!
UVUSA	Overall		x	We have concerns that different areas on campus will not be able to get information to students as effectively and would like more expansion in information about opt-in options. The simplification is great, we just want students to be aware of the information out there in execution and believe this could be done with opt-in options.	We will add greater clarity to the guidelines.
UVUSA	3.0		x	Would like more specifics on how students can select what information they receive.	Due to the evolving nature of this type of process, policy is not the best location for this information. The current systems and processes don't allow for specific opt-in/opt-out by a universal process. Students are currently able to opt out through visible unsubscribe buttons in emails or by replying stop to a text message.
Academic Affairs Council				No comments.	