UWSP Administrative Policy and Procedures

Navigate Student Contact Policy

Effective Date: 9/24/2019
Last Revision Date: 5/3/2022

1. PURPOSE

This policy concerns the texting and emailing capability of the Navigate student success system. All students on campus are impacted by the emailing capability. Students who utilize the Navigate app and opt-in to texts are impacted by this texting capability. Text messages are a highly desirable way to communicate with students due to the immediacy of contact and the high level of student usage. Navigate also allows targeted communication to specific student groups. However, there is concern with this medium being over-utilized and garnering dissatisfaction and disengagement from the student success platform.

2. RESPONSIBLE CAMPUS DIRECTOR

Dean, University College

3. POLICY

Usage of Navigate email and texting capabilities is ruled by the following principles, defining a hierarchy of importance:

Tier 1): Information about required advising contacts from faculty advisors and professional advising offices, including registration, probation, and academic success.

Tier 2): Focused communication from faculty advisors and professional advising offices based on student-provided interest areas.

Tier 3): Outreach from designated care units with services to meet critical academic success markers.

Messages sent through Navigate should not be sent more than once.

4. PROCEDURES

Anyone with email or texting capability granted within Navigate may utilize this feature. Users are asked to abide by the following statements.

   A. Do use Navigate to:
   - Make and track contact with designated advisees or students under a care unit supervision.
   - Contact students who have expressed interest in service areas or support.

- Contact students identified through alerts or progress reports to provide affirmation, support, and resources.
- Promote specific programs with targeted major/career related outcomes.
- Contact students eligible for scholarships with major or field specific criteria.

B. Seek input before using Navigate to:
- Contact populations who may be over-surveyed, such as students on probation or students in certain socioeconomic statuses.
- Contact students more than once every week.

C. Do not use Navigate to:
- Seek enrollment in a class or degree program.
- Promote programs or events to large groups of students.
- Contact students for routine unit correspondence that might ordinarily be sent in a SMOD.

D. **Users with questions on appropriate use of Navigate may contact** navigate@uwsp.edu**.** Users found to be in violation of this policy will have their permission to contact students through Navigate removed.

5. POLICY HISTORY

Effective Date: 9/24/2019

Approved: 9/24/2019

Revision approved 05/03/2022

Approved by: Marty Loy, Interim Provost

6. SCHEDULED REVIEW

September 1, 2023