

SMS Text Approval Process

Date: 7/20/26_updated

OVERVIEW

The **Navigate LA SMS Text feature** is a **Restricted-Access** feature that allows Administrators to request Enrollment Management Technology (EMT) to send **urgent messages** to groups of over 100 students simultaneously from the requestor's staff account. Currently, SMS Texts cannot be sent to less than 100 students. Please submit SMS requests at least 2 business days before they are needed to be sent. Submission of a request does not guarantee approval.

"Urgent Messages" are defined as **retention-related**, including orientation, re-enrollment, new/incoming student registration, and critical reminders that have been 'ignored' by the student and require immediate action.

STOP – Do you agree with the following?

- ☐ I have read the entire approval process
- ☐ I understand that approved SMS Texts will be sent from my staff account on my behalf
- ☐ I understand that SMS Texts, once sent, cannot be rescinded
- ☐ I have an urgent message to send to over 100 students
- ☐ I will attach a Student List to my request with the following: Student CIN, First Name, Last Name, Email

Ready to submit? Visit Navigate LA website: <https://www.calstatela.edu/navigatela>

Goodwill "Budget"

- To reduce over-texting student crossover populations, **each Center/Location is capped at three (3) SMS Texts** in a 6-month period. Note: SMS Texts do not replace traditional emails, and other communications, **and should be used as a last resort.**

Feature Details

- SMS Texts are sent from a short code (e.g. 915-52)
- Students **cannot reply** to a short-code, but **can opt-out** of receiving SMS Texts by replying, "STOP"
- **160 max character limit** (Note: space between words and vertical space between lines are treated as characters)

Format Requirements

- Specify sender name and department/center
- Specify objective (reason for reaching out)
- Specify a clear call to action
- **TIP: Create your own Tiny Url in order to shorten long web addresses:** <https://tinyurl.com/>
 - Example 1: *Hi, this is Jane from HHS Advising. I noticed that you have not enrolled for Spring 2021. How can I help? Email me janedoe@calstatela.edu*
 - Example 2: *Hi – This is John. I'm an advisor at Cal State LA. Classes start Aug 24, and you're ready to register. I'm here to help! Call me @ (555) 555-5555*