

**CampusCast Governance Charter****I. Purpose of the Charter**

The purpose of this document is to provide policies and procedures that govern the way University of Arkansas Community College at Batesville's CampusCast account may be used and who has authority to use the account.

**II. What is CampusCast?**

The CampusCast Rapid Notification System is a cloud-based system that aids in engaging and informing UACCB's campus population, particularly students, by utilizing mass and targeted text and email messaging.

The institutional goals for implementing CampusCast are to:

- Increase student awareness and attendance at campus functions
- Increase student response to admissions requests
- Provide early and continuous communication with prospective students
- Increase overall student engagement and create a sense of community on campus

**III. Appropriate Utilization of CampusCast**

UACCB purchases an annual license from High Ground Solutions to be able to utilize the CampusCast text messaging service. The college's license allows UACCB to utilize 100,000 text messaging credits annually. Each text message uses one credit. Because a limited number of credits are available, UACCB limits the use of the system for the following purposes:

- Informing students of campus events and activities that are open to all students via mass text messaging
- Informing students of important dates such as deadlines to return textbooks and to submit admissions documents via mass text messaging
- To contact students on an individual basis regarding specific documentation needed for their admissions application

CampusCast may not be used by individual clubs and student organizations to advertise club activities or events open to club members only. CampusCast may not be used by faculty for contacting students about class assignments or coursework.

**IV. Who uses CampusCast?**

The Communications and Marketing Coordinator, the Assistant to the Chancellor, as well as Admissions staff have access and authority to use CampusCast for the above-mentioned purposes. Any use of CampusCast for the purpose of advertising campus events and activities must be approved by the Communications and Marketing Coordinator who will also send the CampusCast text message once approved.

Before being granted access to the CampusCast, personnel must complete training with a High Ground Solutions representative via conference call.

Adopted: January 15, 2020