



Document ID:	STS 4.14:- Communicating with ACN Students
Responsibility:	Campus Director and Principal
Version No:	1
Issue date:	23/10/2007

POLICY TITLE: STS 4.14:- COMMUNICATING WITH ACN STUDENTS

AMENDMENT HISTORY:

Issue Date:	Summary of Changes
23/10/2007	Initial version of Policy

PURPOSE:

This policy provides advice and direction to students and staff on how ACN communicates officially with its students, how ACN ensures compliance with Spam Act 2003, and ensures that its communications with La Trobe University students follows generally accepted practices for business that send electronic messages.

SCOPE:

This policy applies to all staff sending, or intending to send messages to La Trobe University students who are managed by ACN.

POLICY

It is ACN policy that:

- **ACN deems communication to the student's nominated addresses as formal communication from ACN to the student.** ACN considers a student to have received the information from ACN when it has been sent:
 - to the student's nominated email address;
 - to the student via the Student Portal facility;
 - to the student's nominated physical address;
- **Only the Campus Director and Principal is authorized to communicate to all ACN students** via email, short messaging service (SMS), or physical correspondence.
- **The Academic Director and the Academic Unit office may issue SMS** on standing authority from the Campus Director and Principal at any time there is a cancellation of a lecture, tutorial or other unit of study.
- **Only the recipients who are likely to benefit from the correspondence will be communicated with.** That is, where ACN can segment the database of students to fine-tune a message specific to that group of students, it will do so, and will not wherever possible, issue ACN-wide correspondence, except where it applies to all students.
- **ACN seeks consent from students to communicate with them.** ACN operates on the expectation that it has, or will acquire a combination of inferred and explicit consent as defined by the SPAM Act 2003. Fundamentally, ACN has inferred consent to communicate commercial messages to its students as it can be reasonably inferred that ACN has an existing relationship with students who have, or have previously been enrolled with ACN, and who have provided their contact details for the reasonable expectation that messages will be sent.
- **Students can only Opt-Out (Unsubscribe) of Non-Core Communications.** "Core" ACN messages are those relating to their day to day requirements in relation to their enrolment or course of study with ACN. These are defined in procedure *STS 4.14.1. Procedure for Communicating With ACN Students*. Students can opt-out of receiving "non-core" messages as defined in *STS 4.14.1. Procedure for Communicating With ACN Students*.
 - When a student opts-out of a communication via a particular campaign, s/he may elect to "stop" receiving messages from ACN by responding as instructed within the campaign message itself. The "stop" function refers to only that type of message type from ACN. If a student wishes to opt-out of additional non-core communications, a response must be provided to each type. See section 2(ii) in *STS 4.14.1. Procedure for Communicating With ACN Students*.



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- **ACN will use SMS with students** where it can reasonably deduced that the majority of students would benefit from the high-alert nature of the communication. This includes, but would not be limited to:
 - Late or cancelled classes that will not operate in the next 48 hours;
 - Fees due / final notices
 - Enrolment and re-enrolment deadlines

REFERENCES:

Policy Number:	Policy Title
STS 4.14.1 :	Procedure for Communicating with ACN Students
ACL Group Policy CS 9.2.04	SPAM and commercial electronic messages
La Trobe University Council approved policy dated 6 August 2007	REFERENCE STS 4.14 R1:- USE OF ELECTRONIC MAIL (EMAIL) FOR OFFICIAL CORRESPONDENCE WITH STUDENTS
National Office for the Information Economy / Australian Communications Authority	SPAM Act 2003 - A Practical Guide for Business.
REFERENCE ACN 0.12.1 R1	IBT Delegations Procedure
REFERENCE ADM2.1 R1:-	Acceptance Booklet International Students 2007
REFERENCE ADM2.1 R2: -	Acceptance Booklet Domestic Students 2007
REFERENCE	Opt Out Look-Up Table
IBT Group policy 10 Feb 2007	IT Acceptable Use Policy.