

## Equality Impact Assessment Form

### Recording of Equality Impact Assessment

EIA Reference EIA-Goldson-Croix-8

Equality Relevance

High

Your Surname

Goldson-Croix

Your Firstname

Emmanuelle

Your Title

Mrs

Your Faculty/Service

IT Services

Your Email Address

Emmanuelle.Goldson-Croix@uwe.ac.uk

Your Phone Number

81006

1. Name of the policy or practice?

SMS Texting Guidance for students (including FAQs)

2. What is the aim, objective or purpose of the policy/practice?

To advise students that the University may be texting them about specific matters. The guideline provides information as to the circumstances for which students may receive a text.

3. Who is responsible for developing the policy/practice?

The Director of IT Services. the policy group (including the Head of Marketing, the vice-president of the student Union, the Director of Graduate Development Programme, the Dean of Students, UWE Solicitor)

4. Who is responsible for implementing the policy?

IT Services, Faculty Academic Registrars, Student Services, Health and Safety Unit and SMS users

5. Who is the policy intended to benefit?

Existing Students

6. What is intended to be achieved by the policy?

To give guidance and information about the way students may be contacted by text by the University

7. How will you know if this policy has been successful?

By looking at the comments and numbers of comments received about the service and the policy via the IT

8. Do the following equality groups have different needs, experiences, issues and priorities in relation to the intended outcomes of this policy? Please give information/evidence to support my answer.

	Yes	No	Not known - Do you need to generate sources of information?
<b>Women, men, transgendered people</b>	<input checked="" type="radio"/> Yes Need to consider women/men on maternity/paternity leave returning to work or due to start leave. Being away during transition	<input type="radio"/> No	<input type="radio"/> Not Known
<b>Black and minority ethnic groups</b>	<input checked="" type="radio"/> Yes Texting excludes International numbers. Content of text could be misunderstood.	<input type="radio"/> No	<input type="radio"/> Not Known
<b>Disabled people</b>			



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	<input checked="" type="radio"/> Yes Some disabled people cannot use a mobile phone due to the nature of their disability and may, therefore, be unable to receive a text message.	<input type="radio"/> No	<input type="radio"/> Not Known
<b>Younger or older people</b>	<input checked="" type="radio"/> Yes One negative impact identified was that some older people may not have a mobile phone and therefore not able to receive a text.	<input type="radio"/> No	<input type="radio"/> Not Known Evidence found from <a href="http://www.dwp.gov.uk/docs/eia-sms-interim-2011.pdf">http://www.dwp.gov.uk/docs/eia-sms-interim-2011.pdf</a>
<b>People of different religion and beliefs</b>	<input checked="" type="radio"/> Yes Texting excludes International numbers. Content of text could be misunderstood.	<input type="radio"/> No	<input type="radio"/> Not Known
<b>Lesbian, gay and bisexual people</b>	<input type="radio"/> Yes	<input checked="" type="radio"/> No There will be no disproportionate impact on transgender students. There would be no disproportionate impact on students of different sexual orientation.	<input type="radio"/> Not Known

9. Is there potentially adverse impact on the following equality groups as a result of this policy? Please give information / evidence to support your answer.

	<b>Yes</b>	<b>No</b>	<b>Not known - Do you need to generate sources of information?</b>
<b>Women, men, transgendered people</b>	<input checked="" type="radio"/> Yes Need to consider affect on students who are ill and how would they receive information	<input type="radio"/> No	<input type="radio"/> Not Known
<b>Black and minority ethnic groups</b>	<input checked="" type="radio"/> Yes Texting excludes International numbers. Language (cryptic, abbreviated, shorthand) - Content of text could be misunderstood.	<input type="radio"/> No	<input type="radio"/> Not known
<b>Disabled people</b>	<input checked="" type="radio"/> Yes Some disabled people cannot use a mobile phone due to the nature of their disability and may, therefore, be unable to receive a text message.	<input type="radio"/> No	<input type="radio"/> Not known

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<b>Younger or older people</b>	<input checked="" type="radio"/> Yes Younger people may not have enough money to keep the phone. Older people maybe technophobic and not use texting Language (shorthand, cryptic, abbreviated) may not be understood by everyone depending on the age	<input type="radio"/> No	<input type="radio"/> Not known
<b>People of different religion and beliefs</b>	<input checked="" type="radio"/> Yes Texting excludes International numbers. Language (cryptic, shorthand and abbreviated - Content of text could be misunderstood. Texting needs to take into account the day of the week it is sent as well as time of day and religious dates.	<input type="radio"/> No	<input type="radio"/> Not known
<b>Lesbian, gay and bisexual people</b>	<input type="radio"/> Yes	<input checked="" type="radio"/> No There will be no disproportionate impact on transgender students There would be no disproportionate impact on students of different sexual orientation.	<input type="radio"/> Not known

10. Is the policy designed or does it have the potential to promote equality for particular groups or good relations between groups? If so, how?

Yes. It looks at alternative means of communication. The use of texting is under investigation to allow further choice for disabled people and also to promote integration with the wider population, due to the increasing usage of text messaging generally.

If implemented correctly, the SMS system should offer major advantages for some disabled students

11. Do you need to carry out a formal/ informal consultation internally or externally at this stage? Who do you need to consult?

We consulted the policy group including the student representatives.

12. What method or mechanism would be best suited for this consultation?

Email method was used when consultation took place. Some face-to-face consultation also took place.

13. What action could be taken to mitigate any negative impacts identified or is there an opportunity to take steps to address different needs or promote equality of opportunity more effectively? If yes, please comment and complete action plan.

As mentioned above, alternatives are suggested in the guidelines to mitigate any negative impacts.  
We counteract this with staff guidelines and policy by explaining the need to use multiple channels

14. Who will be responsible for monitoring the implementation of the action plan?

The Equality and Diversity team within IT Services (composed of Steve Grive, Lee Norris, Rayhana Rahman and Emmanuelle Goldson-Croix) in collaboration with the Equality and Diversity Unit.

15. Please outline how you have revised the policy (if necessary) in light of the Equality  
change is to take place, please give reasons.

Changes were made to the guidelines using the feedback from the consultation.

16. Please indicate when you think this policy/practice should be reviewed next:

Annual review required.

**Please submit this form to the Equality and Diversity Unit. The Unit will provide feedback and will publish the final document.**

Date of first submission

10 February 2011

Action Plan Completed

☒ Yes

☐ No

Date of final submission

☐ Yes

☐ No

### Action Plan

	Actions required	Responsible person	Resources required	Target date	Success indicators	What progress has been made?
Information / data required	N/A	N/A	N/A	N/A	N/A	N/A
Consultation	Consultation with the FARs to ensure that other methods of communication are used	IT Services and SMS Policy Group	Emmanuelle Goldson's time	To be reiterated by April 2011	Communication has taken place	
Monitoring and review arrangements	IT Services and the SMS Policy Group will continue to monitor that we are meeting equality legislative requirements through the continual assessment of the likely impact of the SMS texting.	ITS and SMS Policy Group	Emmanuelle Goldson's time	Ongoing	? (Not sure) - Check with Richard Stokes	
Publication	The text message should act as a supporting reminder rather than the primary source of notification.	FARs and SMS users within Services	Emmanuelle Goldson's time	Awaiting for Policy Group and Marketing to provide the Matrix of Communication and re-publish the policy to staff	Matrix of communication has been provided and the Policy has been updated and communicated to SMS users	
	The text message must be in simple plain English	FARs and SMS users within Services	Emmanuelle Goldson's time	To be reiterated by April 2011	Policy has been updated and communicated	
Other actions	Alternative means of communication need to be provided.		A matrix of communication is being worked on by Marketing and the Dean of students team.	Awaiting for Policy Group and Marketing	Policy Group and Marketing have provided the Matrix and the Matrix has been communicated to the SMS users	
	There is a risk of individual members of staff using the system in a way that may disadvantage certain groups.	FARs and SMS users	Emmanuelle Goldson's time	April 2011	Training and guidance have taken place	

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Please submit this action plan to the Equality and Diversity Manager