

TITLE VIII. ASSOCIATION AGREEMENTS

Chapter #. Guidelines for All BC Student Email Listserv

Section 01: Purpose

- a.) Hereby establishes the agreement between BCSGA and BC Administration for the usage of the “All BC Student Email Listserv” to define the guidelines related to sending messages to the full renegade student body.

Section 02: Administration

- a.) The Office of Student Life will manage and update the guidelines for the all student listserv as needed in consultation with BCSGA and the BC Administration.

Section 03: Definition

- a) Guidelines are defined as any process where messages are sent to all enrolled BC students for mass communication.
- b) The “enrolled_students listserv” (enrolled_students@email.bakersfieldcollege.edu) is a highly protected and enforced listserv that broadcasts messages to the entire renegade student body. Messages may be sent to the full student body that pertain to the students, help advance their learning, and or enhance the student experience at Bakersfield College.

Section 04: Authority

- a) The Association authorizes the Director of Student Life to uphold the responsibility of ensuring the guidelines for this chapter.
- b) Anything not explicitly dealt with this agreement shall be left to the discretion of the Director of Student life, or designee.
- c) Any messages from a source outside of Bakersfield College must be approved by the BC Office of Public Relations and Marketing in order to be sent.
- d) Failure to abide by the guidelines may result in the suspension of privileges.
- e) The established guidelines within this chapter be the minimum guidelines for messages submitted to the all student listserv.

Section 05: Listserv Parameters

- a.) All students enrolled at Bakersfield College shall be automatically subscribed to this listserv
- b.) Due to the immediacy and relevancy of the messages, the following positions have direct access to send messages through the listserv:
 - a. BCSGA President
 - b. Director of Admissions and Records
 - c. Director of Financial Aid
 - d. Director of Marketing and Public Relations
 - e. Director of Public Safety
 - f. Director of Student Life
- c.) The Office of Marketing and Public Relations shall be responsible to forward any and all messages from other campus offices or departments (not listed above).
- d.) Messages to the student body regarding direct department or program announcements or events, shall be publicized via the campus weekly newsletter.

Section 06: Listserv Guidelines

Addendum B – Listserv Guidelines

- a) Messages must be for the sole purpose of the College to communicate only BC related information to students.
- b) All messages must be in compliance with all federal, state, and local laws at the time of submission.
- c) Allowed messages include, but not limited to:
 - 1) System interruptions
 - 2) Department/service closures
 - 3) Critical and Non-critical campus issues
 - 4) New personnel announcement
 - 5) Campus events and activities
 - 6) Instructional messages
 - 7) Student announcements
- d) Not allowable messages include, but not limited to:
 - 1) Non-BC related or partnered community events
 - 2) Messages for only a particular department/program/club/campus community
 - 3) Garage sales or lost item announcements
 - 4) Side businesses, propaganda, or solicitations
 - 5) Individual job postings
 - 6) Replies or forwards to messages