

## **TITLE VIII. ASSOCIATION AGREEMENTS**

### **Chapter #. Student Newsletter**

#### **Section 01: Purpose**

- a.) Hereby establishes the agreement between BCSGA and the BC Office of Student Life, and the BC Office of Public Relations and Marketing for establishing an alternative method and format where announcements can be publicized to the campus community on a continuous basis.
- b.) Hereby establishes the “Renegade Pulse” as the student newsletter maintained by the Office of Student Life.

#### **Section 02: Administration**

- a.) The Office of Student Life will manage and update the guidelines for the student newsletter as needed.
- b.) The Office of Student Life will hire and manage staff to develop the newsletter.

#### **Section 03: Definition**

- a) Guidelines are defined as any process where announcements are publicized to the campus community for mass communication.
- b) Student newsletter is developed in partnership between the BC Office of Student Life, and the BC Office of Public Relations and Marketing.

#### **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) Failure to abide by the guidelines may result in the suspension of privileges.
- d) The established guidelines within this chapter be the minimum guidelines for the student newsletter.

#### **Section 05: The Renegade Pulse**

The Renegade Pulse is:

- a.) A method where the campus community can advertise their events, programs, services, and announcements.
- b.) The newsletter aimed to inform the Renegade community of events that happen.

#### **Section 06: Listserv Guidelines**

- a) Messages must be for the sole purpose of the College to communicate only BC related information to students.
- b) All newsletters 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

*Addendum C - Student Newsletter*

- 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) Off-campus Garage sales
  - 3) Lost item announcements
  - 4) Side businesses, propaganda, or solicitations
- e) All events submitted are subject to the Pulse staff discretion.
- f) Submissions should be student focused and hosted by a Bakersfield College registered student organization or college office/department.