



BOARD OF DIRECTORS

APPENDIX B: COMMUNICATIONS POLICY

Approved by the Board of Directors November 16, 2017

Article 1. Name

The name of this document shall be regarded henceforth as the Communications Policy.

Article 2. Purpose

The purpose of the Communications Policy is to provide a policy that outlines what communications and social media actions are appropriate for the organization and members to engage in and which actions are not approved by the Student Senate for California Community Colleges'. The Student Senate for California Community Colleges shall be referred to as the Organization.

Article 3. Retention

In order to serve transparently the retention of all emails and other communications shall be at least (45) forty-five days from the date of communication. Violations of this retention policy may be sent to the Board of Directors Executive committee who will decide if the violation shall be brought to the full Board of Directors at the next meeting as a cause for removal.

Article 4. Email

Email accounts shall be provided to the Board of Directors, and to the ten Regions' Executives. All emails shall be formatted in a way that allows for the email to be passed on to the next member. Email are to be used for Organizational business only. Confidential information must not be shared outside of the Organization, without authorization, at any time. You are also not to conduct personal business using the Organization email. Any email content that discriminates against any protected classification including age, race, color, religion, sex, national origin, disability, gender identity, or genetic information is prohibited. It is our Organization policy to also recognize sexual preference and weight as qualifying for discrimination protection. Any member who sends email that violates this policy will be dealt with according to Article I, Section 4 of the SSCCC Bylaws. Keep in mind

that the Organization owns any communication sent via email or that is stored on Organization equipment.

The Student Senate Executive Committee and other authorized staff have the right to access any material in your email. Please do not consider your electronic communication, storage or access to be private if it is created or stored on work systems.

Article 5. Council Listserv

The Student Council listserv is strictly an internal communication tool for the Board and Liaisons. All Board Members and Liaisons are subscribed to this listserv and will have posting abilities to this listserv. It is the responsibility of each individual board member to provide accurate and updated contact information to the Student Senate Vice President of Communications, who then is responsible for providing this information directly to the Academic Senate's Executive Director in order to ensure and maintain the accuracy of this listserv.

The Student Council Listserv is primarily designed to serve: the communication needs of the Board of Directors, as it relates to official work of the organization, the sharing of Chancellor's Office or other system partner communications the delivery of any necessary information that is pertinent to the Board's work and the Student Senate's mission

Please note that communications to this listserv should be kept to a minimum, providing only information essential to the needs and work of the entire Board. Committees and other work groups should create their own means of communicating amongst their membership. When in doubt, consider if the message is essential and pertinent to the entire Board and consult with the Student Senate President or Vice President of Communication. Each member is expected to maintain the highest degree of professionalism when using this listserv and should also consider the adopted Code of Conduct when sending messages.

It is important to note that the Brown Act prohibits a majority of members from discussing official business of the organization that will be discussed at an official Board or committee meeting. As all Board members are subscribed to the Student Senate Council Listserv, any communications designed to influence Board decisions, votes, or elections or that discuss any official business that will be

considered at an official meeting are strictly prohibited and could result in removal of posting privileges.

Messages containing the following are also strictly prohibited and could result in removal of posting privileges and in some cases disciplinary action:

- Personal attacks
- Communications that violate the Student Senate's Code of Conduct
- Communications that violate the Brown Act

Procedure for using the Student Senate Council Listserv

Board members will develop a message and email it to the Student Senate Council Listserv address (studentcouncil@listserv.ccnnext.net). You will receive an automatic confirmation message from the CCC Technology Center LISTSERV Server with the following message:

"For security reasons, the STUDENTCOUCIL list has been configured to request positive confirmation of messages posted to the list. You must now confirm that the enclosed message did originate from you. To do so, simply reply to the present message and type "OK" (without the quotes) in the text of your message, or click on the link below. If this does not work, or if the message did NOT originate from you, contact the list owner for assistance.

To APPROVE the message: [CLICK ON THE LINK]."

Once you confirm that the message did originate from you by replying to the confirmation email or clicking the provided confirmation link, your message will be disseminated to the entire list. If you don't receive a confirmation message, your message was not successful. Check with the Student Senate President, Vice President of Communication and/or the Academic Senate Office to see if the message was received. If not, then you can resend the message.

Article 6. Senate Listserv

The Student Senate Listserv (studentsenate@listserv.ccnnext.net) is the Board of Directors' public information listserv. Any individual may self-subscribe to this listserv. All board members and Liaisons will be subscribed to this listserv. Only

Executive Officers, Standing Committee Chairs, Chancellor's Office and the Academic Senate Office will be given posting privileges to this listserv.

This listserv is strictly limited to the dissemination of the Board's and Internal Operating Committees' agendas and information and/or updates that are both relevant and essential to local senates. Communications to this listserv should be limited and should be held to the highest standards of professionalism as this listserv serves as the conduit of information to the public. As the official spokesperson of the Student Senate, the President must approve any messages, other than official meeting agendas to be posted, that are disseminated to this listserv.

As noted above, messages containing the following are strictly prohibited and could result in removal of posting privileges and in some cases disciplinary action:

- Personal attacks
- Dissemination of information not under the purview of the Student Senate
- Communications designed to influence member and/or public perceptions of individuals
- Communications that violate the Student Senate's Code of Conduct

Article 7. Region Listservs

The Student Senate Region listservs are strictly an internal communication tool for each respective Regional Executive Board. All Region Executive Officers are subscribed to their own region listserv and will have posting abilities to this listserv.

It is the responsibility of each individual Region member to provide accurate and updated contact information to the Communications, Regional Affairs Director (RAD), and/or the other directors (if given permission by RAD or if RAD is Vacant) within that region, who then responsible for providing this information directly to the Regional Affairs Director and Communications Officer in order to ensure and maintain the accuracy of this listserv.

Each Region Listserv is primarily designed to serve:

- the communication needs of each Region Board and committee along with their ASOs (Associated Student Organizations), as it relates to official work of the Region,

- the sharing of Chancellor's Office, Board of Directors, ASO, or other system partner communications
- the delivery of any necessary information that is pertinent to the Region's work and the Student Senate's mission

Please note that communications to this listserv should be kept to a minimum, providing only information essential to the needs and work of the entire Region. When in doubt, consider if the message is essential and pertinent to the entire Board and consult with that Region's Regional Affairs Director or Communications officer. Each member is expected to maintain the highest degree of professionalism when using this listserv and should also consider the adopted Code of Conduct when sending messages. It is important to note that the Brown Act prohibits a majority of members from discussing official business of the organization that will be discussed at an official Region Board or committee meeting. As all Region members are subscribed to the Student Senate Region Listserv, any communications designed to influence Board decisions, votes, or elections or that discuss any official business that will be considered at an official meeting are strictly prohibited and could result in removal of posting privileges.

Messages containing the following are also strictly prohibited and could result in removal of posting privileges and in some cases disciplinary action:

- Personal attacks
- Communications that violate the Student Senate's Code of Conduct
- Communications that violate the Brown Act

In order to utilize the Student Senate Region Listservs, Region Executive Officers must compose a message and email it to their respective Region Listserv address. The manner by which to select their particular Region Listserv address is the following:

Replace the _ with your Region's respective roman numeral. (i, ii, iii, iv, v, vi, vii, viii, ix, x)

scccregion_ @listserv.cccnext.net

You will receive an automatic confirmation message from the CCC Technology Center LISTSERV Server with the following message:

“For security reasons, the SSCCCREGION_ list has been configured to request positive confirmation of messages posted to the list. You must now confirm that the enclosed message did originate from you. To do so, simply reply to the present message and type "OK" (without the quotes) in the text of your message, or click on the link below. If this does not work, or if the message did not originate from you, then contact the list owner for assistance.”

Once you confirm that the message did originate from you by replying to the confirmation email or clicking the provided confirmation link, your message will be disseminated to the entire list. If you don't receive a confirmation message, your message was not successful. Check with the Student Senate President, Vice President of Communication and/or the Academic Senate Office to see if the message was received. If not, then you can resend the message.

Article 8. Caucus Listserv

The SSCCC Caucus Listserv (SSCCCAUCUSES@LISTSERV.CCCNEXT.NET) is the public information listserv for SSCCC's officially-recognized caucuses. Any individual may self-subscribe to this listserv. All Caucus members and Equitable Practices Committee members will be subscribed to this listserv. Only Caucus and Taskforce Presidents/Secretaries/Communication Officer, Equitable Practices Committee Chair/Vice Chair, SSCCC President, and SSCCC Vice President of Communications. This listserv is strictly limited to the dissemination of Caucus, Taskforce, and Equitable Practices Committee agendas and information and/or updates that are both relevant and essential to local senates and formally recognized SSCCC Caucuses. Communications to this listserv should be limited and should be held to the highest standards of professionalism as this listserv serves as the conduit of information to the public. As the area of Caucuses fall under the Purview of the Equitable Practices Committee, the Equitable Practices Chair must approve any messages, other than official meeting agendas to be posted, that are disseminated to this listserv.

As noted above, messages containing the following are strictly prohibited and could result in removal of posting privileges and in some cases disciplinary action:

- Personal attacks
- Dissemination of information not under the purview of the Student Senate
- Communications designed to influence member and/or public perceptions of individuals
- Communications that violate the Student Senate's Code of Conduct

Article 9. Google Apps

Google App accounts shall be provided to the Board of Directors, and to Region executives. The app accounts provided shall be used for the official business of the position that is held. All usage must be professional, and regard matters that pertain to the Student Senate for California Community Colleges' Mission. Any use of the apps account outside of this approved use are strictly prohibited and could result in removal of apps access and in some cases disciplinary action.

Article 10. Social Media

The Student Senate shall be empowered to use social media for actions that will assist in achieving its Mission. Social media outlets may be used to disseminate information and updates regarding statewide business or student outreach and involvement. Information included must only report the committees', assembly's, or Board's action unless the member assigned to post the item is authorized by the committee to do more by executive or committee action. Events and activities of the Board may be posted to social media outlets with approval from the executive officer or chair responsible for the given department. Special consideration is given in the case of internal committees requiring exposure on social media outlets for action that does not require Board /approval. Social media platforms that require accounts to be created shall either be an account that can be passed down "Example: Office of the SSCCC Vice President of Communications", or a general account for the entire Student Senate for California Community Colleges'.

Article 11. Addendum

The outstanding email accounts will be completely backed up and then merged into two archive accounts. Notice will be sent to owners of the account fifteen (15) business days before the password changes.

Article 12. Ratification and Amendments

Section 1. Ratification

It shall require a two-thirds vote of the seated Directors to ratify the Communications Procedures. The Communications Procedures shall enter into force within (30) days of adoption.

Section 2. Amendments

Amendments to the Communication Procedure shall require a majority of seated Directors. Amendments shall be submitted to the Board at least (10) ten days before the meeting at which it would be considered and submitted for a vote. Any suggested amendments to the Communications Procedures shall be disseminated with the agenda. Any amendment to the Resolutions Procedure shall take effect within (30) days of adoption.

Adopted by the Board of Directors 9/3/16

Amended by the Board of Directors 11/16/17