Event Guidelines and Marketing Procedures

All individuals or groups interested in hosting a meeting or event on the Bakersfield College campuses are expected to follow the guidelines and procedures outlined in this document and submit all documentations to the BC Scheduling & Events Office.

I. Definitions of Group Types (Requestor)

In accordance with KCCD Administrative Procedures 3B1(a), Guidelines for Use of District/College Property/Facilities, the following classification of groups for fee assessment has been established. Facility uses for or in conjunction with requirements of classes, and approved by the appropriate supervisor, are not to be charged.

If an event is co-sponsored by a group not associated with the Kern Community College District, proof of insurance shall be required by such applicants providing the Kern Community College District with a Certificate of Insurance. This Certificate of Insurance will provide liability coverage with limits of not less than $1,000,000. The certificate must list the Kern Community College District (2100 Chester Ave, Bakersfield CA 93301) as additional insured and be accompanied by an endorsement.

Group 1: College Program
Authorized District/College staff, students and foundations that support the mission of the District will be offered the highest priority and granted use of District/College property without charge, except if any use requires excess costs. A charge for excess cost services may be made.

Group 2: Rentals
Applicants for authorized public agencies and nonprofit organizations organized for cultural, educational or recreational activities. Proof of nonprofit status may be required.

Group 3: Commercial, For-profit organizations and purposes
Commercial, for-profit entities and other applicants not covered by the law will be charged Group II rates (rental charge, and actual costs, plus excess costs.) Space availability for external groups is limited. College and District staff are also authorized to negotiate with these applicants’ agreements that have Group II rates as a minimum and allow for a percentage of gross revenue.

II. Definitions of Event Type (Categories)

According to KCCD Board Policy 3A10, all events scheduled at Bakersfield College by one of the Group Types outlined in Section I shall fall under one of the following four categories:

College-Sponsored Events
College-sponsored events (KCCD BP3A10A) are those events which are funded in whole or in part by the College or are associated with the College name by permission of the College President. College-sponsored events, including athletic events, shall be under the supervision of the College President. Operational responsibilities may be delegated to the appropriate office within the College.

Extra-Curricular Activities
Extra-curricular activities (KCCD BP3A10B) are those activities which enhance, but may not directly relate to the instructional program. Extra-curricular activities determined by the College President or designee to not be a part of the regular College program shall be self-supporting. If the event is sanctioned by a BC Department or an employee-led initiative, the event must have the approval of the designated college administrator or Dean. Extra-curricular activities can also be partially funded by the college and partially funded by a third party or outside contributor. Funding may come in the form of complimentary space, assistance in marketing, in-kind donations, etc. in lieu of financial funding for the event.
Co-Curricular Programs
Co-curricular programs (KCCD BP 3A10C) are those activities which occur outside of the classroom, but which support the instructional program. Each event shall adopt procedures for allocating net proceeds to its co-curricular programs. If the event is hosted by a student organization, the student organization must be recognized by the Bakersfield College Student Government Association and must have the approval of the Office of Student Life. Co-curricular programs are those events which are partially funded by the college and partially funded by a third party or outside contributor. Funding may come in the form of complimentary space, assistance in marketing, in-kind donations, etc. in lieu of financial funding for the event. The income and expense allocations shall be incorporated into the respective College budgets to be approved and adopted by the Board of Trustees.

External Non-Affiliated Events
External non-affiliated events are those events which are hosted by a third-party External Agency and have no relation or connection with the institution and are not funded by the College. The External Agency is listed as the organizer, promoter, presenter, facilitator and point of contact for all inquiries and event information. External Agency may be charged additional fees for services provided by college resources to ensure event safety and success.

III. Use of Terms

Sponsored by Bakersfield College
Term to be used for only College-sponsored events. College-sponsored events are those events which are funded in whole or in part by the College or are associated with the College name by permission of the College President. College-sponsored events, including athletic events, shall be under the supervision of the College President.

Co-Sponsored by Bakersfield College
Term to be used for Extra-Curricular Activities and Co-Curricular Programs. Additional contingencies apply. See section V for branding and marketing guidelines for co-sponsored events.

Hosted By
Term to be used in conjunction with a “Co-Sponsored by Bakersfield College” event to identify the hosting StudOrg or entity whom is organizing the event.
Example: [Event Title] Co-Sponsored by Bakersfield College. Hosted by [Entity].

Located At
Term to be used for External Non-Affiliated Events to share the College’s location and address.
Example: [Event Title] will be located at Bakersfield College’s Panorama Campus in the [building name].

IV. Branding and Marketing for Events by Type

College-Sponsored Events
All College-Sponsored Events are fully supported by the promotional materials and collateral, and therefore must include the official Bakersfield College signature branding and follow proper BC guidelines set forth in the institutional Bakersfield College Branding Guide. Promotional materials and collateral will be the responsibility of the Bakersfield College Marketing and Public Relations Office.

College-Sponsored Events will be provided resources including but not limited to graphic design, web presence, online website calendar item, social media, press releases, photography, videography, and logistics.

Branding for College-Sponsored Events
This is the only event type with permission to use the official college branding, logo, and signature.

Bakersfield College
College Co-Sponsored Events
College Co-Sponsored Events (Extra-Curricular Activities and Co-Curricular Programs) will be branded as “Bakersfield College Co-Sponsored Events”

Promotional materials for all Co-Sponsored Events are to be funded and provided by the requesting entity. All collateral is to be branded with the co-sponsor event logo, must include the disclaimer text, and all marketing items must be approved by the Marketing and Public Relations Office in advance.

College Co-Sponsored Events may be provided marketing resources including templated graphic design, online website calendar item, and Facebook event listing.

College Co-Sponsored Event materials must include:
1. The alternate co-sponsor version of BC logo
2. The disclaimer text on all promotional materials

Branding for College Co-Sponsored Events
This is the only event type with permission to use the co-sponsor BC event logo.

Mandatory Disclaimer Text for College Co-Sponsored Events
Comments, views and opinions expressed during this event are those of the speaker or entity and do not necessarily represent Bakersfield College. To learn more about Bakersfield College and our institutional mission, vision, and core values, visit www.bakersfieldcollege.edu/about.

External Non-Affiliated Events
All External Non-Affiliated Events promotional materials are to list the outside agency as the organizer, promoter, presenter, facilitator, and point of contact for all inquiries. No use of BC branding, logo, or colors schemes are permissible.

No BC resources will be provided to external agencies including any marketing or promotional needs. Proper terminology for language regarding the Bakersfield College campus is suggested to be: [Event Title] will be located at Bakersfield College’s Panorama Campus in the [building name]. All marketing items must be approved by the Marketing and Public Relations Office in advance.

V. Accessibility for Events
The Americans with Disabilities Act (ADA) was enacted to “provide a clear and comprehensive national mandate for the elimination of discrimination against individuals with disabilities.”

All events taking place at Bakersfield College must be made accessible to all participants. All provided materials, including advertisements, web pages, invitations, etc. must be ADA compliant. It is the responsibility of the event planner to track and fulfill the requests received for accommodations during their event.

Language to be included on RSVP and event details is suggested to be: Accommodations are available with advanced notice, please contact [name, email and/or phone number].

VI. Speech: Time, Place, and Manner
According to KCCD Board Policy 3B7, students, employees, and members of the public shall be free to exercise their rights of free expression, subject to the requirements of this policy.
The Colleges of the District are non-public forums, except for those areas that are designated public forums available for the exercise of expression by students, employees, and members of the public. The Chancellor or designee shall not prohibit the right of students to exercise free expression, including but not limited to the use of bulletin boards, the distribution of printed materials or petitions and the wearing of buttons, badges, or other insignia.

Speech shall be prohibited that is defamatory, obscene according to current legal standards, or which so incites others as to create a clear and present danger of the commission of unlawful acts on District property or the violation of District policies or procedures, or the substantial disruption of the orderly operation of the District.

No event shall permit the regulation of hate violence directed at students in a manner that denies their full participation in the educational process, so long as the regulation conforms to the requirements of the First Amendment to the United States Constitution, and of Section 2 of Article 1 of the California Constitution. Students may be disciplined for harassment, threats, or intimidation unless such speech is constitutionally protected, members of the public may be asked to leave the campus pursuant to current law.

VII. Hosting Virtual Events

All College-Sponsored and Co-Sponsored events that are hosted virtually, must also submit a Facilities Request form and indicate the CCCConferZoom link that will be used to host the virtual event. All BC Meetings which are open to the public or need to be scheduled on the BC events calendar, must also be submitted via the Facilities Request Form.

CCCConferZoom links are to be created and hosted by the initiator of the event and submitted at the time of the form submission. The initiator is responsible to set up all criteria within the CCCConferZoom meeting including ensuring all accessibility guidelines are followed.

All virtual events via CCCConferZoom should not be made public until confirmation has been made by the BC Scheduling & Events Office.

VIII. Event Booking Process and Forms

Step 1: Getting things Started
1. When creating an event on campus, one must ask:
   a. How does this event fit into the learning mission of the college?
   b. Does it represent one of the core values of Bakersfield College?
   c. Which department or office would this event house under?
2. Develop a tentative agenda or outline of your event with funding sources identified
3. Meet with your appropriate supervisor or Dean for confirmation of the event and designated/identified funding sources (FOAPAL or external source)
4. Complete the appropriate facilities agreement form via the School Dude Events Management Software System available at: www.bakersfieldcollege.edu/event_request
5. Community Members will complete the appropriate facilities agreement form via the School Dude Events Management Software System available at: https://www.bakersfieldcollege.edu/event_request/facility-rental

Step 2: Complete the appropriate paperwork and institutional notification
1. The Requestor may receive email correspondence for additional information as the facility request is being reviewed by College Safety, Student Life, and Maintenance and Operations.
   a. College Safety will review request against the Security Matrix (KCCD AP 3B1(c)) and risk management to provide adequate safety measures.
   b. Student Life will review for all contractual obligations and review proper paperwork has been submitted
c. Maintenance and Operations will review for facility usage, custodian needs, and fees as determined by KCCD Appendix 3B1(b)

2. Complete the appropriate agreement and forms with proper signatures and approvals. Funding for the event can come from either internal or external funding sources.
   a. If any funding is applied towards the event to bring a guest or host the event you must provide:
      i. Independent Contractor Agreement (ICA) for groups or corporations, or Speaker Presenter Agreement (presenter short form) for individuals
      ii. Certificate of Insurance that provides liability coverage with limits of not less than one million dollars ($1,000,000). The certificate must list the Kern Community College District as additional insured, and must be accompanied by an endorsement. Or if the guest is absolutely not able to provide a certificate of insurance, then each member must submit a General Liability Wavier before the event beings.
   b. If no funding is applied towards the event to bring a guest or host the event you must provide:
      i. Volunteer Service Agreement form
      ii. General Liability Wavier or Certificate of Insurance that provides liability coverage with limits of not less than one million dollars ($1,000,000). The certificate must list the Kern Community College District as additional insured, and must be accompanied by an endorsement. Or if the guest is absolutely not able to provide a certificate of insurance, then each member must submit a General Liability Wavier before the event beings.

3. Scan the completed paperwork with signatures and approvals: Required for the booking form to reserve space and submit to BC Scheduling & Events Office.

**Step 3: Get Confirmation and Request additional event support as needed**

Once the request has been officially processed, the Requestor will be provided a booking confirmation code. Then the Requestor may submit any of the following BC services:

1. Marketing: Marketing services require a 2-week lead time for project turnaround.
2. BC Food Services Catering Request form: In accordance to KCCD AP 3B1(a), BC Food Services has first right of refusal
3. College Safety for any parking or security needs in accordance to KCCD BP3B6
4. Audio/Visual Fees as determined by KCCD Appendix 3B1(b)
5. Permit for Event Use of Alcohol on District Property (KCCD AP 3B1(b))
6. Athletic or Tailgating Needs or Policy
7. In accordance with all other applicable Federal, State, and local laws and College rules and regulations.

*Report Any Changes*

Changes sometimes occur throughout the planning and preparation process. If you require any changes, please contact the BC Scheduling & Events Office (661) 395-4556.

Follow up with the Marketing and Public Relations Office or other departments as needed to notify of any changes.