

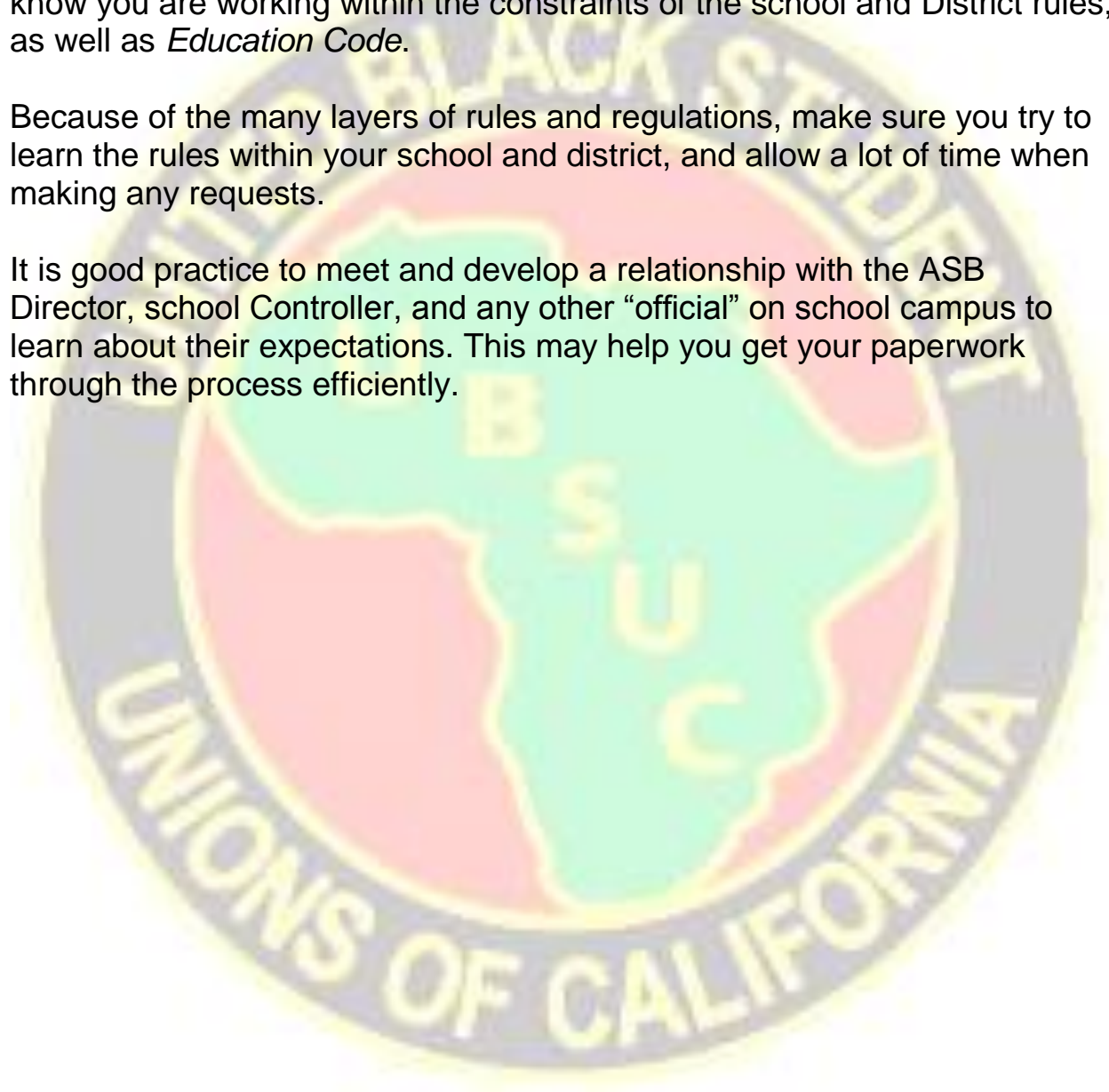


UBSUC Advisor's Guidance

A Black Student Union on school campus is a school club, which must abide by California *Education Code*, District Rules and Guidelines, as well as rules and guidelines provided by the school and associated student body (ASB). When carrying out duties within the club, it is important to know you are working within the constraints of the school and District rules, as well as *Education Code*.

Because of the many layers of rules and regulations, make sure you try to learn the rules within your school and district, and allow a lot of time when making any requests.

It is good practice to meet and develop a relationship with the ASB Director, school Controller, and any other “official” on school campus to learn about their expectations. This may help you get your paperwork through the process efficiently.

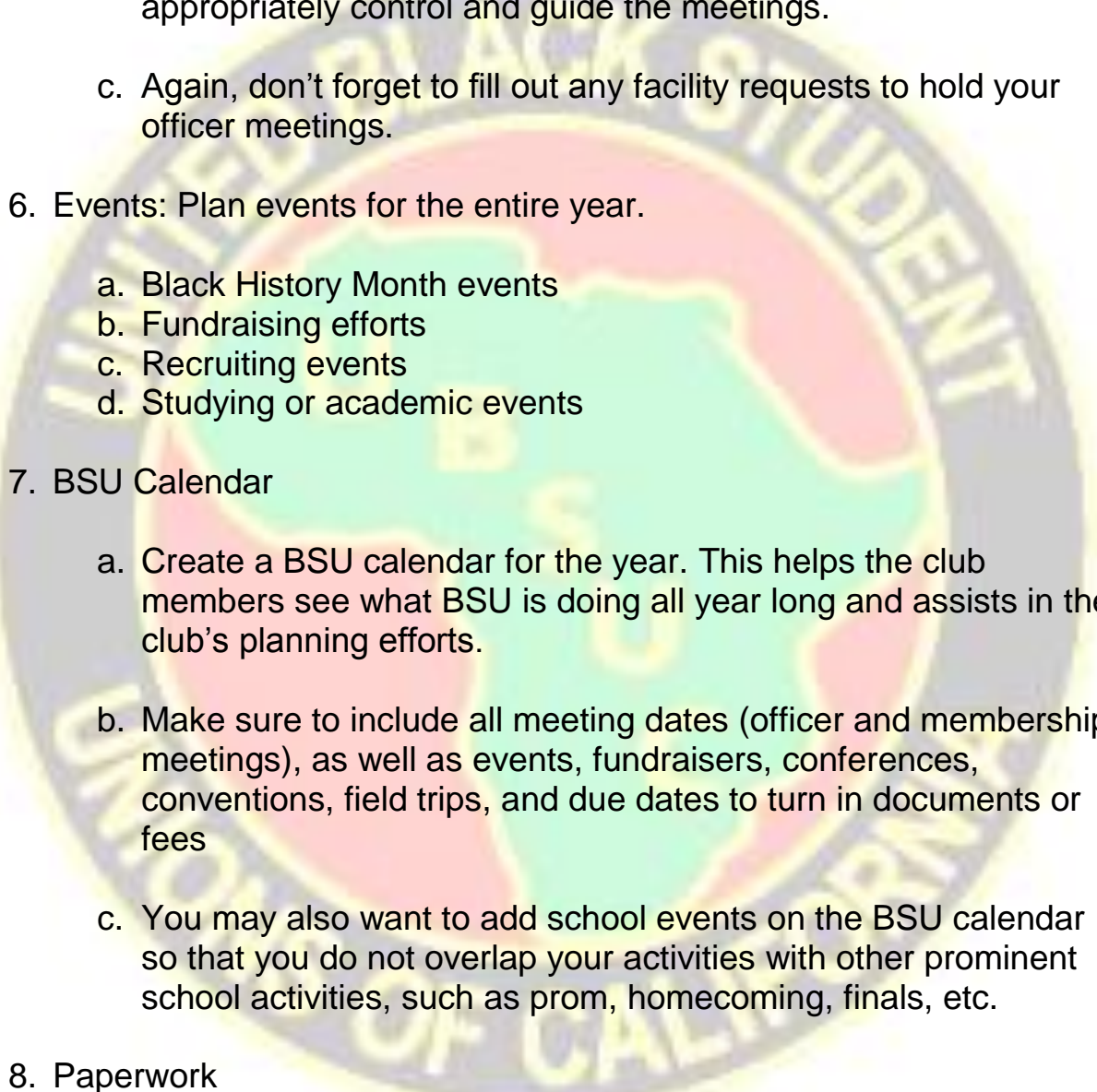


What does BSU do?

- Develops the cultural, social, and ethnic diversity on campus
- Represent the interests and concerns of Black students on campus
- Brings together all aspects of Black Student Life for the purpose of improving the campus environment
- Promotes opportunities for students of all races to celebrate Black history, culture, and achievements
- Builds positive self-esteem, encouragement, and reinforcement for student survival
- Promotes the development of cooperative efforts among students, parents, schools, and communities
- Perpetuates the opportunities for self, school, and community improvement
- Enlightens, encourages, and empowers
- Provides leadership and service to the school and community

How to start your BSU on your campus

1. Check with your ASB for the constitution and budget forms to fill out at the beginning of the year, to be a recognized club in the school.
2. Select a few excited and energetic student leaders to appoint as a President and Secretary. You can hold an election after you get some key students to help you with the formation of the club.
3. Participate in your school's Club Rush.
 - a. Set up a table that can catch the students' eye.
 - b. Include a sign-up sheet for interested members to sign up. The sign up sheet is good for recruitment.
 - c. Use a form of bribery to get students to sign up and show up at the meeting, like food, raffle prizes, etc.
 - d. Have talking points for the people helping the students to sign up. Make sure the students know what they are signing up for and why it is important that they join BSU.
4. Schedule your first meeting. Don't be too concerned that not all interested students can make the meeting. You will never have a meeting where all could make it, due to competing activities.
 - a. Make sure to fill out a facility request form to hold your meetings.
 - b. Holding your membership meetings on the same day and time each week or month will assist in the consistency and allow students to remember when the club meetings are held.
5. Schedule officer meetings to discuss how the membership meetings will flow.

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- a. The Officers should create the agenda, plan games, and plan topics to discuss at the meetings.
 - b. Normally, the topics stem from what the general membership want to talk about, but it is good practice that some topics are planned and practiced to ensure the leadership can appropriately control and guide the meetings.
 - c. Again, don't forget to fill out any facility requests to hold your officer meetings.
6. Events: Plan events for the entire year.
- a. Black History Month events
 - b. Fundraising efforts
 - c. Recruiting events
 - d. Studying or academic events
7. BSU Calendar
- a. Create a BSU calendar for the year. This helps the club members see what BSU is doing all year long and assists in the club's planning efforts.
 - b. Make sure to include all meeting dates (officer and membership meetings), as well as events, fundraisers, conferences, conventions, field trips, and due dates to turn in documents or fees
 - c. You may also want to add school events on the BSU calendar so that you do not overlap your activities with other prominent school activities, such as prom, homecoming, finals, etc.
8. Paperwork
- a. After you know what you want to do, you have to request it from your ASB and/or Principal

- b. Fill out Facility Request forms for all meetings and events planned on campus (the earlier the better because you are competing with other activities on campus)
- c. If you are conducting a fundraiser, your school/ASB will require you to fill out paperwork (due to the approval process, allow approximately two months for the approval)
- d. If you are going on a field trip, you will need your principal and possibly your District approval, so allow approximately three months for approval, just in case there is additional information that needs to be provided for approval
- e. If you want guests or a guest speaker to come onto campus to speak to the BSU and/or the school, there may be a special approval process, so contact the appropriate person on your campus to learn how to get that approval

9. Marketing

- a. Develop a marketing plan to execute all of the calendared meetings and events. You have to determine what works best for your school and club.
- b. Announcements are effective for reminders. Check the process for your school to see how you can get a reminder of your meetings/events on the morning announcements. You may have to renew your announcement requests weekly.
- c. Posters are effective. Create colorful and easy to read posters, and place them in targeted areas in the school to draw interest and remind students of your meeting/event. Your school may have rules on where, when and how posters are posted in the school.
- d. Social media is effective. Social media is an easy way to reach a lot of people at one time. Find the appropriate form of media for your club. As an advisor, you may want to monitor your media pages to ensure they are always used appropriately.

Some social media available are Facebook, Instagram, Snapchat, Twitter, Remind 101, Shutterfly, and GroupMe.



Fundraising and Event Ideas

These fundraising ideas come from advisors from all over the State. If you have any additional ideas, please e-mail us at info@ubsuc.com.

- Websites such as SNAP or Gofundme.org
- Restaurant Night/Pancake Breakfasts
- Spoken Word
- Soul Food sales
- “Read Ins” with African American Literature - see the National Council of English Teachers at <http://www.ncte.org/aari/local-events>
- School’s multicultural assembly
- Your city’s annual MLK March
- Game night
- Sell cookies, candy, snocones, popcorn, etc
- Attend Black Youth Leadership Project at the Capitol
- Attend the UBSUC Regional Conference
- Attend the UBSUC State Convention
- College Tours
- Meet with other BSUs