

Salesforce Student Group Leader Guidelines and Policy

Welcome Trailblazer!

Thank you for your interest in becoming a Salesforce Student Group Leader. We are excited for you to start this journey; you'll meet some great people along the way, inspire your local community, expand your members' breadth of Salesforce knowledge, and have plenty of fun. As a Student Group Leader, your mission will be to create and foster a thriving community with Salesforce at its core. Student Group Leaders engage with students at your school, plan in-person meetings and events, provide educational opportunities for members, and partner closely with the Salesforce Trailblazer Community Team. As a thank you for leading your Student Group, you may receive some perks, like free and discounted tickets to Salesforce events, special event invites, and other sweet offers (perks subject to change and subject to applicable ethics rules). You will also be joining a community that includes all of our outstanding Student Group Leaders and the Trailblazer Community Team.

Think of the Student Group Leader Guidelines and Policy as a compass for your journey; it'll always help you find your way back to the true north. This policy lays out the expectations Salesforce has for the behavior and actions of Student Group Leaders. Ready? Alright, let's get to the reading part.

CODE OF CONDUCT

All Salesforce Student Group Program Leaders are expected to observe the following Code of Conduct:

Honor your role with honesty and transparency. As a leader in the Salesforce Student Group Program, you should embrace honesty and transparency. Honesty and transparency help build trust, which is Salesforce's #1 value! Our leaders embody the Salesforce Ohana culture and bring that culture to their communities. You can learn more about Salesforce Ohana culture by taking the [Salesforce Ohana Culture Module](#) in Trailhead.

Respect your community members. We passionately believe in equal treatment for all and know that you can help us bring the [Age of Equality](#) forward. It's the responsibility of a Salesforce Student Group Leader to foster an inclusive and welcoming environment and to encourage your co-leaders and community members to do so as well. Embrace the diversity of your community and help create an environment in which everyone can learn and share freely. Each individual of your Student Group has a perspective and story to be celebrated. Any discussion, post, comment, or action, online or offline, that is intimidating, harassing, abusive, or

that promotes hatred or discrimination of any kind will not be tolerated. This includes, but is not limited to, discrimination based on protected personal characteristics such as race, color, national origin, age, religion, sex, sexual orientation, gender identity, pregnancy, medical condition or disability, or veteran status.

Step down considerably. While you are a Student Group Leader, you might find that new priorities or life events may affect your availability. As a Student Group Leader, you need to be mindful of your own limitations. If you find your commitment and time are wavering, you are encouraged to step down to focus on yourself, your wellbeing and/or other commitments. Before stepping down, please ensure your leadership team is aware of your intent to do so, and they are comfortable taking over your duties. Try to recommend someone to take over your role as leader. If you are considering stepping down, start the conversation with the Trailblazer Community Team (trailblazercommunity@salesforce.com) and they'll guide you through the next steps.

Keep the community's information safe. In your role as a Student Group Leader, you may interact with Salesforce customers, MVPs, Partners, and other individuals who provide you with their contact information. This contact information is confidential and for the sole purpose of the Student Group Program. You may not share the contact information or use it for your benefit or any third party's benefit--even after your term as a leader ends. Leaders are not permitted to solicit or collect Student Group or customer data at meetings, events, or otherwise. We take great care to protect *your* data and privacy, and want you to practice the same.

Use the Student Group tools and resources provided. The Salesforce Student Group Program offers each Student Group the use of certain tools and resources. These can include, but are not limited to: event management platforms, communication platforms, external Salesforce orgs, and Partner applications, solutions, and services donated to the Student Group Program. These tools and resources are solely for use by your Student Group and may not be used for personal, company, or commercial purposes. You may not share your password or login credentials for these tools and resources with any other individuals without the Trailblazer Community Team's prior written consent, which may be provided via email. Please keep in mind that in using the tools and resources made available to you, you are subject to, and responsible for complying with, those tools and resources' terms, conditions, and policies.

Be Aware of Conflicts of Interest. We expect you, as leaders and members, to be aware when you have a conflict of interest due to employment or other projects you are involved in. You are expected to abstain or to delegate decisions that may be seen to be self-interested. We expect that everyone who participates as a Student Group Leader does so with the goal of sharing, learning, and growing the Salesforce Community. When in doubt, reach out to the Trailblazer Community Team for further clarification.

Special Note for government employees: If you work for a U.S. federal, state or local governmental entity, you will be asked to obtain written clearance to participation from your



organization and to observe a few additional protocols, which may include working with a non-government employee co-leader to handle reimbursements on your Student Group's behalf, and refraining from accepting Student Group perks.

STUDENT GROUP ELIGIBILITY

Before you apply to start a Student Group or join an existing Student Group's leadership, there are a few items you will need to verify at a minimum:

- You are a student, staff or faculty member at a higher education institution.
- You have knowledge in the type of Student Group you'd like to lead. This doesn't mean you're an expert, but you have the enthusiasm to learn more and the reach to bring knowledge experts to your meetings.
- You have checked the current Student Group directory to verify that the group you wish to start doesn't already exist. The Trailblazer Community Team will verify this information in the application process.
- You are willing to be an active user on the online [Trailblazer Community](#) and would be able to maintain online engagement with your group.
- You will be able to host *at least* one useful, informative, and fun in-person meeting per term during the academic year (excluding the summer term).
- You will encourage members of your community to network, learn, share and collaborate.
- You're ready to have fun and ensure your members are having fun as well.

STUDENT GROUP PROGRAM POLICIES

There are a few key ground rules regarding expected offline and online behavior. We expect these rules to be followed by everyone who represents a Salesforce Student Group officially or informally, claims affiliation with any Salesforce Student Group, or participates directly in a Salesforce Student Group.

LEADERS' RELATIONSHIP TO SALESFORCE

We are happy to support and partner with Student Group Leaders as they create and grow their local communities. Keep in mind, however, that Salesforce is not a leader's employer, and, likewise, leaders are not Salesforce employees. This means that you cannot claim to be an employee of Salesforce, nor can you sign contracts or enter into agreements on Salesforce's behalf. This also means that you are not entitled to any benefits that Salesforce employees are entitled to under Salesforce's policies or programs. If you'd like to list your involvement as a Student Group Leader on LinkedIn, don't list Salesforce as your employer. Instead, include your involvement under the "Organizations" field in the "Accomplishments" section. To recap,



becoming a Student Group Leader in no way creates an employment relationship with Salesforce. Got it? Great!

NEW-LEADER ONBOARDING

Do you want to lead? Great! Salesforce encourages the voluntary self-nomination of new leaders into the Student Group Program. We want potential new leaders to feel empowered to apply to start a new Student Group, to offer their co-leadership to an existing Student Group or to adopt an existing Student Group that may be experiencing a leadership transition. Salesforce will provide all new Student Group Leaders with specific documentation to help them make the new transition as smooth and easy as possible. Leaders must review all onboarding materials, sign this Student Group Leader Guidelines and Policy document, and return it to the Support Desk (trailblazercommunity@salesforce.com) to confirm that they understand their involvement and Salesforce's relationship with them.

A Student Group can have up to six Student Group Leaders. Four leaders is recommended for a Student Group on the bigger end of the spectrum. Let's say your Student Group has 10 attendees at meetings. You're probably good to manage as a single leader. If your meeting is standing room only with 50 - 100 attendees and an online membership of over 50... well then you're probably going to need the extra help. If you'd like to provide additional leadership opportunities to your community, think about forming committees, speaking opportunities, or creating specific roles at events.

The Trailblazer Community Team will evaluate requests calling for more than six leaders. We get it, you might have a unique situation. Go ahead and send us an email with the details to trailblazercommunity@salesforce.com.

LEADERSHIP GUIDELINES

We want to create opportunities for enthusiastic Trailblazers to become leaders in their own community. Here are a few guidelines we follow to help us ensure we provide a leadership opportunity to as many members of the community as possible:

- A person can only run one group as a leader or co-leader at a time.
- Only one Salesforce Student Group can exist at a school. If there's an undergraduate and graduate program, consider blending the two types of students into the same group and hosting multiple meetings geared toward different audiences.

STUDENT GROUP NAMES

The Trailblazer Community Team will name your group based on a standard naming convention used for all official community groups during the initial onboarding process. The standard format



for Salesforce Student Groups are "Student Group: [SCHOOL NAME or ABBREVIATION]". For example, "Student Group: NJIT".

Student Groups do not cover regions, states, provinces, or countries, so we will not name a Student Group in that format. Since the Trailblazer Community Team onboards all Student Groups, we will be able to advise on the best naming convention at the time.

BRAND GUIDELINES

We count on Student Group Leaders to help protect the integrity and strength of Salesforce brands. Use only the Salesforce intellectual property--which includes Salesforce's brands, names, logos, mascots, and abbreviations--that the Trailblazer Student Group Team provides you. Any Salesforce intellectual property we provide must be used as directed by the Trailblazer Community Team and can not be used in print. Don't edit or alter Salesforce's intellectual property in any way. This includes, but is not limited to, overlaying images or text to logos. Do not use outdated logos.

All branding of Student Group events are to use the approved branding provided to leaders by the Trailblazer Community Team. Co-branding your meetings or events with other companies' branding is not permitted.

If we see a Student Group violating these Brand Guidelines, we will address with the Student Group Leader(s). If you spot an inappropriate use of Salesforce names or branding, you can also let us know by contacting us at trailblazercommunity@salesforce.com.

LEADER ACTIVITY

Groups are most successful when they meet at regular intervals (in person for regional groups or virtually for virtual groups), ideally once a month but no less than once an academic term(excluding the summer term). We trust that you will find the cadence that works best for your group. If you find that you are unable to meet the time commitments of being a Student Group Leader, consider taking a break or stepping down. If you decide to step down, please reach out to trailblazercommunity@salesforce.com so we can update our records and take the necessary steps to offboard you from the program. You are able to nominate a community member to temporarily or permanently take your place. Who knows, it might even be a great opportunity for someone else to gain leadership experiences and for you to make an awesome partner. Please try to find someone who can take over for you either permanently or temporarily if you don't have time to lead your Student Group.

TRAILBLAZER COMMUNITY GROUP PAIRING



Where possible, we try to match each Student Group with a Community Group nearby. This is to help you build your network. We encourage the Community Group members to join your Student Group online, and also encourage your Student Group members to join the local Community Group online. Consider asking members of the Community Group your Student Group is paired with to mentor your members or help secure speakers from the local community for your events.

To see which Community Group your Student Group is partnered with, visit your online group in the Trailblazer Community and look for the "Related Groups" section.

FEEDBACK REPORTING

If you see something either online or offline that doesn't feel right, we encourage you to let the Trailblazer Community Team know. The issue you report could be violations of these guidelines or the Code of Conduct set out above, conflicts, problems, or anything along those lines. The Trailblazer Community Team is here to support the community and we thank you in advance for helping us keep an eye out.

PROGRAM REMOVAL

Behaving in a way that is inconsistent with these Student Group Leader guidelines and policies may result in removal from the Student Group Program. These guidelines and policies are not exhaustive, and we reserve the right to modify them at any time. Any such changes will be effective upon posting. Salesforce reserves the right to remove a Student Group Leader from the program at any time and at its sole discretion.

Salesforce places great trust in Student Group Leaders. For that reason, we take your interest and self-nomination seriously. To uphold the integrity of the program, we will 1) reject the application of or 2) remove anyone who will or has engaged in activities or practices that do not represent the community appropriately. These activities and practices deemed inappropriate by Salesforce include, but are not limited to the following:

1. Any violation of the Student Group Leader Guidelines and Policy.
2. A Student Group Leader's acceptance of gifts, services, money, or any thing of value from members of the community, Salesforce's Partners, or anyone else, for direct or indirect personal gain. (Any questions on how monetary sponsorship can be accepted for express reimbursement of Student Group meeting-related expenses incurred by the Student Group Leader should be directed to trailblazercommunity@salesforce.com).
3. The use of defamatory, harassing, or otherwise inappropriate language against Salesforce, its customers, partners or other members of the community.



4. Any activity or practice that does not represent the character and core values of Salesforce and its community.

Should you be removed from the program, you will no longer be allowed to claim affiliation with the Student Group Program, and you will be required to remove references to being a Salesforce Student Group Leader in all forums including social media, LinkedIn, blogs, etc. Any defamatory, derogatory, harassing, or inappropriate behavior as a member of the community may result in legal action by Salesforce.

We are thrilled for you to step up into the role of a Student Group Leader. It's a wonderful leadership opportunity and we trust you will treat it with respect. We understand that seeing guidelines around program removal may be shocking, especially as you are barely starting the process, but we believe it is important for you to understand the value we place on leadership and the program. We want to ensure we are helping to create a welcoming environment where anybody can thrive.

POLICY FOR ENGAGING WITH PARTNERS

Partners can play a key role in enriching the Student Group experience. It is at your discretion, as a Student Group Leader, to choose whether engaging with a Partner is right for your Student Group. The Trailblazer Community Team will support you in your decision and will also be available to advise. Below, you will find general guidelines to help you build a relationship that is mutually beneficial to both your Student Group and a Partner.

MEETING PARTICIPATION FOR PARTNERS

It is at the sole discretion of the Student Group Leader to approve or decline a Partner's request to speak at their Student Group meeting. Partners may not pressure or harass Student Group Leaders to be allowed to present at meetings, and Student Group Leaders may escalate any inappropriate behavior to the Trailblazer Community Team (trailblazercommunity@salesforce.com) so that appropriate action may be taken. We're here to help you navigate this territory.

STUDENT GROUP CONTENT GUIDELINES

Great content is one of the key factors in ensuring that your members keep coming back to meetings time and time again. If they are learning new skills and having fun at the same time then that is a good indicator that your content is a success. Some suggestions to plan out your meeting's agenda would be to focus on inspiring students to learn Salesforce skills on Trailhead, informing them of the benefits of Salesforce skills, and empowering them to build



their network to help them find their dream job in the Salesforce ecosystem. If you can answer "Yes" to "Is this material bettering my member's Salesforce experience and knowledge?", then you're off to a good start.

Content created or shared by a Partner should only be included if that content is deemed beneficial to the student audience. Partners may not use meetings as a platform to pitch or sell products or services.

PARTNER SPONSORSHIP EXPECTATIONS

Student Group Leaders may ask Partners to sponsor meetings in exchange for a speaking spot on the agenda. The sponsorship is for the express purpose of covering expenses that would reasonably be incurred by the Student Group Leader in direct connection with staging the Student Group meeting. These costs may include, but are not limited to, location/venue expenses, food and beverage expenses, equipment rental expenses, and the like. At no time can a leader take sponsorship dollars for personal benefit or otherwise use the funds for a purpose other than staging the meeting the Partner agreed to sponsor.

In exchange for the opportunity to sponsor a meeting the Partner may ask to receive a spot on the Student Group event agenda or whatever benefits are agreed to between the Partner and the Student Group Leader. Leaders may not provide their Student Group members' contact information to Partners or any other party.

To manage the sponsorship and any subsequent exchange of money appropriately, Partners must directly pay for the meeting location, food and beverage or whatever has been agreed upon between the Partner and Student Group Leader. This approach helps protect both the Partner and Student Group Leader from misunderstandings and appearances of impropriety. Remember that any agreement you make with the Partner will be directly between you and the Partner, and you will be responsible for fulfilling any obligations you agree to.

ADDITIONAL TERMS

OUR WARRANTIES AND DISCLAIMERS

We hope that you enjoy participating in the Student Group Program. While we do our best to make sure Student Group Leaders have a positive experience, there are certain things that we don't promise about the Student Group Program ("Program"). Other than as expressly set out in this Student Group Leader Guidelines and Policy document, neither salesforce.com, inc. nor its agents or subsidiaries (the "Program Entities") make any specific promises about the Program.



For example, we don't make any commitments about the content provided through the Program or its ability to meet your needs. We provide the Program "as is." To the extent permitted by law, we exclude all warranties.

LIMITATION OF LIABILITY

Except where prohibited, the Program Entities shall not be liable for any indirect, special, incidental, consequential, or exemplary damages arising from your or any third party's participation in the Program. These exclusions include, without limitation, damages for breach of contract, lost profits or the violation of your rights by any third party, even if the Program Entities have been advised of the possibility thereof and regardless of the legal or equitable theory upon which the claim is based.

INDEMNIFICATION

You agree to indemnify, release, and hold us harmless from any all liability, claims, actions, loss, harm, damage, injury, cost or expense arising out of your participation in the Program or any events or activities sponsored, hosted, or organized by you or your Student Group.

CONFIDENTIALITY

Keep in mind that if you send us any information, ideas, suggestions, or other communications to us, those communications will not be confidential. Moreover, unless we tell you otherwise, we reserve the right to reproduce, use, disclose, and distribute such communications without any obligation to you.

PROHIBITED COUNTRIES

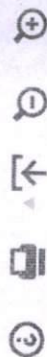
Salesforce complies with U.S. regulations related to embargoed countries and regions. As such, Salesforce currently prohibits the unauthorized usage of its products and services in Cuba, Iran, North Korea, Sudan, Syria, and the region of Crimea. Salesforce Student Groups are not supported in these regions. Because this list of countries and regions may change from time to time, customers and their users are urged to consult the relevant regulations, including the U.S. Export Administration Regulations (15 CFR Part 730 et seq.), U.S. Office of Foreign Assets Control sanctions programs, and Canada's Area Control List under Canada's Export and Import Permits Act.

LEADER ACKNOWLEDGMENT & AGREEMENT

By your signature below, you represent you have read and understand this document and agree to abide by the expectations and guidelines set forth herein:



FINISH



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Trailblazer
COMMUNITY

READ AND ACKNOWLEDGED:

NEXT

By (Signature):


DocuSigned by:
2004DE7C43D5E42C

Date 9/17/2019

Date

Name (Printed):

SHIVARAMAKRISHNA Deva11a

Optional

Name of the group that you lead:

Student Group: MARRI LAXMAN REDDY INSTITUTE OF TECHNOLOGY AND MANAGEMENT

This Student Group Leader Expectations and Policy document was last updated on 7/9/2018

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