

University Enterprises, Inc. Policies and Procedures	Policy No. 2055
Section: Business Services	
Policy: Source and Use of Public Relations Funds	
Effective or Revised: March 21, 2013	

Source and Use of Public Relations Funds

I. PURPOSE

To provide policy guidance on the accumulation and use of funds by University Enterprises, Inc. (UEI) for public relations purposes.

II. BACKGROUND

Per Title 5 California Code of Regulations §42502(i), each auxiliary organization shall maintain a policy on the "accumulation and use of public relations funds if such funds are obtained and used by the auxiliary organization to augment State appropriations for public relations." The policy must include "...the policy and procedure on solicitation of funds, source of funds, amounts, and purpose for which the funds will be used, allowable expenditures, and procedures of control."

III. POLICY

Solicitation and Accumulation of Public Relations Funds

UEI does not solicit public relations funds. Any UEI funds used for public relations purposes are budgeted for annually and the budget is approved by the Board of Directors and University President.

Source of Public Relations Funds

Public relations funds, when expended, may be sourced from UEI held Discretionary or Restricted Funds. These funds may be derived from various sources including corporate auxiliary revenues, donations, or the proceeds from the sale of non-cash gifts made to UEI. Expenditures from Discretionary or Restricted Funds must clearly advance the objectives of the campus and the California State University, and that are consistent with applicable procurement and accounting practices. In general, expenditures must be appropriate for campus authorized educational, social, development, hospitality, community and employee relations, employee business travel and related considerations, student aid, and for other purposes that benefit California State University or the campus. All expenditures from a Restricted Fund must be clearly consistent with the restricted purpose.

IV. PROCEDURE

Any expenditure of UEI funds for purposes of public relations shall only be at the request of the University President. The source of funds would be any Discretionary or Restricted Fund account that is available to the President. Pursuant to UEI's purchasing policies and procedures, the request shall be accompanied by appropriate supporting documentation, with dates, purpose and individuals or groups involved, location and amounts clearly stated, and any other requirements.

Policy Filing

UEI shall file a copy of this Policy with the Chancellor's Office, per the requirements of Title 5 California Code of Regulations §42502(i).