Section: Policy Statement – Fiscal
Subject: Public Relations Expenditure Policy

Purpose: Title 5, §42502(i), requires that governing bodies of auxiliary organizations approve expenditures for public relations or other purposes that serve to augment State appropriations for campus operations. The HSU President shall file with the Chancellor a statement of such policy on accumulation and use of public funds for all auxiliary organizations. The statement will include the policy and procedure on solicitation of funds, the source of funds, the purpose for which the funds will be used, and allowable expenditures and procedures of control.

New/Revised: October 2, 2001
Board Adoption Date: October 11, 2001

I. Policy

Expenditures can be made from University Center funds for public relations purposes when the activities have a direct benefit upon the interest of the University Center. The primary rationale for expenditures must reflect the overall benefit to the University Center.

II. Definition of Public Relations Expenditures

Public Relations expenditures are defined as expenses related to the support of University development and fundraising activities. These expenses are typically for goods or services that may not be readily seen as within the immediate mission of the University Center.

III. Solicitation

Funds may be solicited from any entity provided that any funds received are consistent with the University Center’s policy on Social Responsibility, and will be deposited fully with the University Center. In accepting contributions, potential costs incurred by the University Center in future maintenance on the donations must be addressed prior to acceptance.
IV. Allowable Expenditures

Expenditures may be incurred for materials, supplies, meals, overnight lodging and travel according to University Center guidelines.

V. Accounting Control

All public relations expenditures should be documented with receipts, invoices, and other materials as evidence of the expense. The names of individuals participating in the public relations activity and receiving or benefiting from these expenditures shall be listed as a part of the documentation for reimbursement/payment purposes.

VI. Required Signature Authority

All public relations expenditures require approval of the authorized department director, the Associate Director and the Executive Director.

* * * * *