SAN MARCOS UNIVERSITY CORPORATION

Designation and Use of Public Relations Funds

Purpose:

Funds are provided through the University Corporation for the purpose of public relations under the purview of Title 5. These funds, which materially affect the success of the University and the University Corporation, are used to establish relationships with educational and surrounding communities and to foster public understanding and goodwill.

Sources of Funds:

University Corporation funds, which may be used for public relations, are generated through gifts and University- and University Corporation-sponsored activities. Specific allocations may be made by the University on an annual basis from the net revenues resulting from various events for campus and community outreach or public relations.

Use of Funds:

The use of funds is limited to those expenditures which promote the mission of the University.

Public Relations Allowable Expenses Guideline:

Allowable expenses fall into several categories, including but not limited to:

1. Dues, memberships, and subscriptions providing continuing contact with key organizations
2. Meals and accommodations for visitors
3. Community affairs, lectures, conferences, meetings, and special events
4. Travel and constituent relations

A partial list of the most frequently occurring expenses is listed below.

a. Business breakfast/lunch/dinner
b. Events (receptions, golf, sporting events)
c. Farewell and retirement parties
d. Beverages (non-alcoholic and alcoholic)
e. Greeting Cards
f. Gifts and flowers (farewell, birthdays, sympathy, get well, graduation, etc.)
g. Tuxedo and gown rental
h. Other public relations expenses
Procedures:

1. All authorizations for reimbursement are vested in the Executive Director, University Corporation, or designee.

2. A purchase request or request for reimbursement must include the following:
   
a. Name of the person requesting the expenditure and signature of the project director or department/division head.
   b. Complete description of the item(s) or service(s). For events, a brief description of the event and the attendees is required.
   c. A brief statement of how the expenditure benefits the mission of the University (e.g., retreat for …., faculty convocation, donor meeting, flowers expressing sympathy, etc.)
   d. Review by California State University San Marcos Foundation staff and signature of University Corporation Executive Director or designee approving payment.

Adopted at a regular meeting of the Board on December 12, 2001.