



POLICY:	PUBLIC RELATIONS POLICY
EFFECTIVE DATE:	AUGUST 21, 2014
APPROVAL DATE:	AUGUST 21, 2014

PURPOSE

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

POLICY AND PROCEDURES

I. POLICY

A) Sources of Funds:

Associated Students, Inc. funds, which may be used for public relations, are generated through gifts and University- and Associated Students, Inc.-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.

B) Uses of Funds:

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

C) Public Relations Allowable Expenses Guidelines:

- 1) Allowable expenses fall into several categories, including but not limited to:
 - a) Dues, memberships, subscriptions providing continuing contact with key organizations.
 - b) Meals and accommodations for visitors
 - c) Community affairs, lectures, conferences, meetings, and special events
 - d) Travel and constituent relations.
- 2) 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

II. PROCEDURES

- A) An Expenditure Request Form (ERF) must be completed to receive reimbursement. There are two different forms:
 - 1) ASI ERF (Attachment A) requires the signature of the individual requesting the reimbursement and the department supervisor or the Executive Director, or designee.
 - 2) Campus Sponsored Student Organization ERF (Attachment B) requires the signatures of the Organization President, Treasurer, and Advisor.
- B) Requisitions with back up documentation should be submitted within one week of purchase.
- C) All requisitions with original invoices, supporting documentation and brief description of the event and the attendees are submitted to the ASI Corporate Office, which then follows the procedures outlined in the Accounts Payable Policy.



Associated Students, Inc.
 California State University, San Marcos
 San Marcos, CA 92096-0001
 (760) 750-4990 Fax (760) 750-3149

3037

Established 1991

ASI Expenditure Request Form

DATE: _____

ASI DEPARTMENT NAME: _____
 (i.e. Administration, BOD, Programming Board, Recreation, Intramurals)

ACCOUNT # _____ - _____ - _____ - _____
Expense Account # Fund Account # Dept Account # Class Account #

ISSUE A CHECK PAYABLE TO:

NAME: _____ PHONE: () _____

ADDRESS: _____

AMOUNT: _____

REASON FOR EXPENDITURE REQUEST:

AUTHORIZATION SIGNATURES

 INDIVIDUAL REQUESTING REIMBURSEMENT

 DEPARTMENT SUPERVISOR



Associated Students, Inc.
California State University, San Marcos
San Marcos, CA 92096-0001
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5435

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CAMPUS SPONSORED STUDENT ORGANIZATIONS

Expenditure Request Form

DATE: _____

CLUB/ORGANIZATION NAME: _____

ACCOUNT # 660090 - _____ - 2112
Expense Account # Club Account #

ISSUE A CHECK PAYABLE TO:

NAME: _____ PHONE: () _____

ADDRESS: _____ AMOUNT \$ _____

STUDENT I.D. _____

REASON FOR REQUEST:

DATE OF EVENT: _____ LOCATION OF EVENT: _____

PLEASE CHECK ONE:

- Original Receipts Attached
- Original Invoice Attached
- Itemized Invoice/Receipts Attached
- Purchase Order Request

CLUB AUTHORIZATION SIGNATURES

(FOR APPROVAL ALL SIGNATURES ARE NEEDED)

CLUB PRESIDENT CLUB TREASURER CLUB ADVISOR ASI STAFF

FOR OFFICE USE ONLY:		
Date Paid: _____	Check No. _____	Staff Initial _____
White - ASI Accounting	Yellow - ASI Office	Pink - Club/Organization Treasurer