



## DESIGNATION AND USE OF PUBLIC RELATIONS FUNDS POLICY

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### **PURPOSE:**

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

### **SOURCES OF FUNDS:**

CSUSM Corporation funds, which may be used for public relations, are generated through gifts, various events, and University- and CSUSM Corporation-sponsored activities. Specific allocations may also be made for campus and community relations by the University annually 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 (see Grid of Allowable/Unallowable Expenditures for more specific guidelines):

- I. Dues, memberships, and subscriptions providing continuing contact with key organizations
- II. Meals and accommodations for visitors
- III. Community affairs, lectures, conferences, meetings, and special events
- IV. Travel and constituent relations

### **PROCEDURES:**

- I. All authorizations for reimbursement are vested in the CSUSM Corporation Executive Director or designee. Certain reimbursements also require the approval of the appropriate University Vice President (see Grid of Allowable/Unallowable Expenditures).
- II. 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 names of those attending or for events, the approximate number expected to attend.

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- 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. Signature of University Vice President or designee (when required) and CSUSM Corporation Executive Director or designee approving payment.

<b>PUBLIC RELATIONS EXPENDITURES GRID OF ALLOWABLE/ UNALLOWABLE EXPENDITURES</b>		
	<b>CSUSM CORPORATION GRANTS &amp; CONTRACTS</b>	<b>CSUSM CORPORATION CAMPUS PROGRAM/ PUBLIC RELATIONS (Footnote 1)</b>
<b>Categories for reimbursement for Public Relations expenses</b>		
1. Employee's local meals when University business with visitors, guests, job candidates, students, advisory committees, industry committees, search committees, college/ department retreats, seminars, colloquiums, picnics, working/planning/staff meetings (not weekly/monthly/routine or regular), open house, receptions for event, speakers, lecturers, artists, performers, etc. (Payments are usually due to restaurant, caterers, grocery stores or reimbursed to an individual.)	See Footnote 3	Allowable
2. Flowers for official University or CSUSM Corporation functions and for donors. Additionally flowers may be purchased for funeral arrangements for deceased employees; in lieu of flowers, monetary contributions (not to exceed \$100) to a non-profit charity, research or educational organization is permitted.	Unallowable	Allowable
3. Plaques, certificates of achievement, similar recognitions for employees	See Footnote 3	Allowable
4. Memberships of employees to professional organizations	See Footnote 3	Allowable
5. At home, department or campus-sponsored event for employee morale	Unallowable	See Footnote 4
6. Decorative office supplies	Unallowable	Allowable
7. Water service for campus offices	Unallowable	Allowable
8. Alcoholic beverages	Unallowable	See Footnote 4
9. Coffee service for campus offices (except President's Board Room)	Unallowable	Unallowable
10. Birthday, wedding, baby shower gifts	Unallowable	Unallowable
11. Financial assistance for student or employees	See Footnote 3	Unallowable
12. Flowers for events other than official functions (birthdays, get well, etc.) (Ref. #2)	Unallowable	Unallowable
13. Local or out-of-state/country meals for official University visitors, guests, job candidates, or students in excess of state meal regulations.	Unallowable	Allowable
14. Overnight accommodations for employees within 25 miles of home or office	Unallowable	Allowable, with justification
15. Overnight accommodations for official visitors and job candidates within 25 miles of home or office	See Footnote 3	Allowable
16. Spousal travel for job candidates	Unallowable	See Footnote 2
17. Expenditure for travel/hotel/meals beginning more than 24 hours in advance of start of conferences/seminar	Unallowable	Allowable, with justification
18. Business related entertainment at home for official guests of the University	Unallowable	See Footnote 4
19. Department sponsored campus entertainment for official guests of the University	Unallowable	Allowable
20. Personal use of club memberships	Unallowable	Unallowable
21. Noncash gifts/awards to nonemployees for business/public relations purposes: campus event tickets, plaques, certificates, cards	See Footnote 3	Allowable
22. Nonmeal expenses of employees at official function where attendance required, i.e., event tickets, cap and gown rental, tuxedo/gown rental, etc.	See Footnote 3	Allowable
23. Nonmeal expenses of official visitors at official functions, i.e., event tickets, cap and gown rental	Unallowable	Allowable
24. Awards to employees or volunteers for recognition of University service	See Footnote 3	See Footnote 4
25. Tuition and/or books for classes taken	See Footnote 3	See Fte 4 & Fte 5

- (1) Some allowable categories are restricted by individual campus program agreement or restricted by purpose as designated by the President
- (2) Use travel request/authorization and reimbursement forms
- (3) Unallowable unless approved by funding agency
- (4) Vice President's approval required
- (5) Must be job related