

## UNIVERSITY CORPORATION AT MONTEREY BAY BOARD POLICY

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### **Policy 210**

### **Accumulation and Use of Public Relations Funds Policy**

Section: 200- Financial

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#### **1) PURPOSE**

Per Title 5, California Code of Regulations, Section 42502(i), each auxiliary organization shall maintain a policy on the accumulation and use of public relation funds and expenditures “which would serve to augment state appropriations for operation of the campus”. This policy should include “the procedure on solicitation of funds, source of funds, amounts, and purpose for which the funds will be used, allowable expenditures, and procedures of control.”

#### **2) POLICY**

- a) Solicitation and Accumulation of Funds. University Corporation does not solicit public relations funds. Any University Corporation funds used for such public relations purposes are budgeted annually, and in accordance with Title 5, California Code of Regulations, Section 42502(i), the Board of Directors of the Corporation and the University President must approve public relations budgets and expenditures made by the Corporation. The breakdown of these public relations funds for Community Outreach is at the President’s discretion.
- b) Source of Funds. These funds may be sourced from Corporation-held Discretionary or Restricted Funds when expended, from various sources including corporate auxiliary revenues, donations, or the proceeds from the sale of non-cash gifts made to Corporation. Donations must be specifically designated for Community Outreach purposes. All expenditures from a Restricted Fund must be clearly consistent with the restricted purpose. All hospitality expenditures must comply with ICSUAM 1301-Hospitality Policy and the Corporation Hospitality Guidelines and Procedures. Community Outreach funds may be further designated by the Board of Directors or the President for departments or programs including Academic Affairs, Administration and Finance, Student Affairs, University Advancement, President’s Office, or Campus-wide. As public understanding and goodwill materially affect the success of the University and its auxiliary organizations, the Corporation is deemed an appropriate source of limited funds for public relations purposes subject to proper procedures.
- c) Procedures and Control. All expenditures must clearly advance the objectives of the campus and the California State University, and be consistent with applicable Corporation procurement and accounting policies and procedures including appropriate supporting documentation, with dates, purpose and individuals or groups involved, location and amounts clearly stated. 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.

Corporation shall file a copy of this Policy with the Chancellor’s Office, per the

requirements of Title 5 California Code of Regulations §42502(i).

**3) RELATED DOCUMENTS**

- a) Title 5 California Code of Regulations Section 42502(i)
- b) ICSUAM 1301-Hospitality Policy
- c) Hospitality Guidelines and Procedures.