

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 subsidies 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: March 8, 2002

Council Adoption Date: March 8, 2002

I. Policy

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

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 Associated Students.

III. Solicitation

Funds may be solicited from any entity provided that any funds received will be deposited fully with the Associated Students. In accepting contributions, potential costs incurred by the Associated Students 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 Associated Students 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 Executive Director and the Administrative Vice President.