
POLICY: PUBLIC RELATIONS FUND
 SECTION: GENERAL ADMINISTRATION

POLICY #: 111
 REVISED: 06/20/13
 HISTORY: 04/03/86

PURPOSE

As public understanding and goodwill materially affect the success of the auxiliary organizations as well as the University, CSU Fullerton Auxiliary Services Corporation (ASC) is deemed an appropriate source of limited funds for public relations purposes within the purview of Title 5, subject to proper procedures.

POLICY & PRACTICE

The President of the University, if deemed appropriate, shall include a request for community outreach (public relations) funds as part of the annual budgeting process. The President's annual request is submitted to the ASC Board of Directors for approval. If approved by the Board, it designates funds from working capital reserves for University Needs.

Source of Funds

The ASC makes no effort to solicit public relations funds. ASC constitutes a limited source of funds for public relations which serve to augment state appropriations for the University.

Use of Funds

The use of funds is confined to those expenditures likely to be most helpful to the University's instructional programs and/or ASC projects on a university-wide basis.

Allowable Expenditures

Allowable expenditures generally fall into three categories:

1. Dues, memberships and subscriptions providing continuing contact with key organizations not otherwise available;
2. Meals and accommodations for visitors who serve the mission of ASC; and
3. Community affairs, lectures, conferences and special events.

Control Procedures

Careful screening of proposed expenditures, as recommended by the President and designated by the ASC Board of Directors, ensures an appropriate budget at the outset. Control of expenditures is maintained by these requirements:

1. All authorizations to be vested in the ASC Executive Director or his designee;
2. Monthly statements of expenditures by budget classifications to be distributed on a regular basis;

3. All funds not expended in the fiscal year for which designated, revert to the fund from which designated;
4. Year-to-year carryover of unexpended funds is allowed only by written request; and
5. A report of each year's use of funds for community outreach is made by the ASC Executive Director to the President and the ASC Board of Directors.