



## POLICIES AND PROCEDURES

### CORPORATE POLICY

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Subject: Accumulation and Use of Public Relations Funds

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#### A. Policy

The following public relations policy and procedure statement meets the requirements of Section 42502 Subsection (I) of Subchapter 5 of Chapter 5 of Title 5 which reads as follows:

Proposed expenditures for public relations or other purposes which would serve to augment state appropriations for operation of the campus. With respect to expenditures for public relations or other purposes which would serve to augment state appropriations for operation of the campus, the auxiliary organization may expend funds in such amount and for such purposes as are approved by the governing body of the auxiliary organization. The President shall file with the Chancellor, a statement of such policy on accumulation and use of public relations funds for all auxiliary organizations. The statement will include the policy and procedure on solicitations of funds, source of funds, amounts, and purpose for which the funds will be used, allowable expenditures, and procedures of control.

In accordance with Section 42502 (I) of Title 5 of the California Administrative Code, the President has designated Cal Poly Pomona Foundation, Inc. as the entity to administer non-state public relations funds for California State Polytechnic University, Pomona. The funds shall be maintained as a regular part of the Cal Poly Pomona Foundation, Inc. accounting record. As public understanding and goodwill materially affect the success of the university and its auxiliary organizations, the Cal Poly Pomona Foundation, Inc. is an appropriate source of limited



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funds for public relations purposes subject to proper procedures. The Foundation leases, which mandate expenditures for public relations purposes, also follow the Title 5 guidelines.

### **B. Procedures**

A written budget proposal prepared by the President's office of the California State Polytechnic University, Pomona is submitted to the Cal Poly Pomona Foundation's Board of Directors for review and approval

### **C. Source of Funds**

Monies for the Campus Community Relations Expenditures are provided by Cal Poly Pomona Foundation, Inc. as a regularly budgeted item. Such items are approved by the Board of Directors or the Cal Poly Pomona Foundation, Inc. as a part of their normal budgetary processes. This budget amount may also be increased by contributions from individuals, corporate, or other donors who wish to support the University. Such donations must be specifically designated for the Campus Community Relations Expenditures.

### **D. Use of Funds:**

The Campus Community Relations Fund is established to provide a method for University officials to host guests and partake in activities that are of benefit to the University. Typical examples of use of the Fund are hosting student groups, community members, and individuals and organizations interested in supporting the University. Also, involvement in activities which may engender financial or other support to the University is a proper use of the Fund. Normally, Campus Community Relations Funds are used when it has been determined that State funds are not available for the purpose.

### **E. Allowable Expenditures:**

In general, the funds allocated by the President shall be proposed for expenditures only if consistent with the approved written budget. Such proposed expenditures must be appropriate to campus authorized educational, social, or business activities which clearly advance the University's objectives, and which are processed consistent with applicable procurement and accounting standards and practices.

In accordance with Foundation policy, all funds expended require appropriate authorization signatures and a description of use of the funds.

The use of funds budgeted for public relations or similar activities shall be requested through practices formally established by the Foundation. Such practices shall include appropriate



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documentation, including the special certification and review in questionable cases, required to establish that the proposed expenditure will not:

1. Fall outside the educational mission of the CSU;
2. Be prohibited either by statute, or CSU or campus policy; or
3. Be contrary to CSU or campus procedures

The University will look to and operate within Foundation expenditure documentation procedures.

### **F. Prohibitions**

The Foundation is aware of and acknowledges the existence of the following prohibitions stated in the California Administrative Code Title 5 in Section 42403 (c) which reads as follows: Funds of an auxiliary organization shall be used for purposes consistent with Board of Trustees and campus policy, and shall not be used:

1. To support or oppose any candidate for public office, whether partisan or not, or to support or oppose any issue before the voters of this state or any subdivision thereof or any city, municipality, or local governmental entity of any kind except as may be permitted by Section 89300 of the Education Code. The prohibition of this subdivision shall not apply to:
  - (a) Expressions published in the student press;
  - (b) Support of a position taken by the Board of Trustees on an issue, which the Board determined, will significantly affect the California State University or any campus thereof.
2. To make personal loans to non-educationally related purposes, except that such loans may be made when specifically authorized by a trust instrument under which the funds were received

### **G. Procedures**

Careful screening of proposed expenditures by the Executive Director of the Cal Poly Pomona Foundation, Inc., the President and the Foundation Board of Directors insures an appropriate budget at the outset. Control of expenditures is maintained by these requirements:

1. All authorizations to be vested in the Executive Director of the Cal Poly Pomona Foundation, Inc. or his/her designee.
2. Monthly statements of expenditures by budget classifications to be distributed by the



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Foundation office.

3. Year-to-year carry-over of unexpended funds is permitted only with specific Board approval.
4. A report of each year's use of funds for public relations is made by the Executive Director of the Cal Poly Pomona Foundation, Inc. to the President and to the Foundation Board of Directors.