

Policy #: 700.0
Date: September 17, 2014
Last Reviewed: December 11, 2014
Next Review: December 11, 2020

TITLE: DESIGNATION & USE OF FUNDS FOR PUBLIC RELATIONS POLICY

Purpose:

Funds are provided through University Enterprises Corporation at CSUSB (UEC) for the purpose of public relations under the existing guidelines of Title 5. These funds, which materially affect the success of the University and UEC, are used to strengthen relationships with educational and surrounding communities and to foster public understanding and goodwill.

Sources of Funds:

UEC funds which may be used for public relations are generated through UEC business and sponsored research related activities.

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):

1. Dues, memberships and subscriptions providing continuing contact with key organizations
2. Meals and accommodations for visitors
3. Community affairs, lectures, conferences, meetings , and special events
4. Travel and constituent relations

Procedures:

1. All authorizations for reimbursement are vested in the Executive Director. Certain reimbursements also require the approval of the University President or designee (see Grid of Allowable /Unallowable Expenditures).
2. A purchase request or request for reimbursement must include the following:
 - a. Name if 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.

- 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 President or designee (when required) and UEC Executive Director.

Approval:

To be approved by the UEC Board of Directors on December 11, 2020

UEC CAMPUS PROGRAM
PUBLIC RELATIONS
(Footnote 1)

**PUBLIC RELATIONS EXPENDITURES
GRID OF ALLOWABLE/UNALLOWABLE
EXPENDITURES**

Please complete the Community Relations Expense Voucher or Travel Authorization form where applicable Categories for reimbursement for Public Relations expenses

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.)	Allowable
2.	Flowers for official University or UEC 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.	Allowable
3.	Plaques , certificates of achievement, similar recognitions for employees	Allowable
4.	Memberships of employees to professional organizations	Allowable
5.	Local or out-of-state/country meals for official University visitors, guests, job candidates , volunteers, or students in excess of state meal regulations	
6.	Decorative office supplies	Allowable
7.	Water service for campus offices	Allowable
8.	Overnight accommodations for official visitors, volunteers, and job candidates within 25 Miles of home or office	Allowable
9.	Department sponsored campus entertainment for official guests of the University	Allowable
10.	Noncash gifts/awards to nonemployees for business/public relations purposes: campus event ticket s, plaques, certificates, cards	Allowable
11.	Non-meal expenses of employees at official function where attendance Required , i.e., event ticket s, cap and gown rental, tuxedo/gown rental, etc.	Allowable
12.	Non-meal expenses of official visitors at official functions, i.e., event tickets , cap and gown rental	Allowable
13.	Overnight accommodations for employees or volunteers within 25 miles of home or office	Allowable w/ justification
14.	Expenditure for travel/hotel/meals beginning more than 24 hours in advance of start of conference/seminar located off campus	Allowable w/ justification
15.	Coffee service for campus offices (except President's Board Room)	Unallowable
16.	Birthday , wedding, baby shower gifts for employees	Unallowable
17.	Financial assistance for employees	Unallowable
18.	Flowers for events other than official functions (birthday s, get well, etc.) (Ref. #2)	Unallowable
19.	Personal use of club memberships	Unallowable
20.	Spousal travel for job candidates	See Footnote 2
21.	Awards to employees or volunteers for recognition of University service	See Footnote 4
22.	Business related entertainment at home for official guests of the University	See Footnote 4
23.	At home, department or campus -sponsored event for employee morale	See Footnote 4
24.	Alcoholic beverages	See Footnote 4
25.	Tuition and/or books for classes taken	See Footnotes 4 & 5

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

