



Administrative Procedure

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Subject: UNIVERSITY COMMUNICATIONS BOARD – PUBLICATION AND BROADCAST MEDIA ACTIVITY FUNDING

1.0. PURPOSE:

To advise the President regarding eligibility of activities for Associated Students, Inc. (A.S.I.) and Instructionally Related Activities (I.R.A.) Fee funding and the level of funding for eligible publications and broadcasting activities.

2.0. ORGANIZATIONS AFFECTED:

All organizational units of the University.

3.0. REFERENCES:

- 3.1. Faculty Handbook, Subject: The Communication Board.
- 3.2. Title 5, California Code of Regulations, Subchapter 6, Article 4 --Student Body Organization Funds.
- 3.3. Administrative Procedure Number 217, subject Instructionally Related Activities Advisory Committee.
- 3.4. The California State University Administrative Manual (SUAM), Sections 2000-3999.
- 3.5. Resource Allocation Plan, California State University, Los Angeles.

4.0. POLICY:

Publications and broadcasting activities subsidized by the I.R.A. and A.S.I. of California State University, Los Angeles shall be regulated by the University Communications Code.

5.0. DEFINITIONS:

- 5.1. Communications Board - The chief agent for the President of the University in the governance of student communication media activities.

Approved:

Date:

- 5.2. Communications Code - The code regulating student publications and broadcasting activities subsidized by the A.S.I. and/or the I.R.A. Advisory Committee.
 - 5.3. Publications and Broadcasting Activities - Any campus student activity relating to publications or broadcast media which receive A.S.I. or I.R.A. funding.
 - 5.4. Instructionally Related Activities - Those activities and laboratory experiences which are at least partially sponsored by an academic discipline or department and which are, in the judgment of the President, integrally related to its formal instructional offerings.
 - 5.5. Instructionally Related Activities Advisory Committee (I.R.A.) - An Advisory Committee to advise the President regarding the level of the fee and allocation of fee revenue.
 - 5.6. Associated Students, Inc. (A.S.I.) - An incorporated organization in which all students hold membership, managed by a board of directors composed of elected student officers. This body formulates policy and handles the business affairs of the student body.
 - 5.7. Budget Request Packet - Forms to be utilized in the preparation of budget requests to the Communications Board. The packet shall include an action plan indicating time frame for submission and approval.
- 6.0. RESPONSIBILITIES:
- 6.1. The President will:
 - 6.1.1. Review the recommendations of the A.S.I. Board of Directors or I.R.A. Advisory Committee pertaining to the activities to be funded and the level of funding.
 - 6.1.2. Notify the respective governing body of the funding decision.
 - 6.2. The Communications Board will:
 - 6.2.1. Serve as chief agent for the President of the University in the governance of student media activities.

- 6.2.2. Recommend general policy for the media activities which shall embrace the best standards and practices of publishing and electronic media.
- 6.2.3. Make recommendations concerning A.S.I. and I.R.A. funding of and allocations to student communications media activities.
- 6.2.4. Encourage development of new communications media activities.
- 6.2.5. Review the budget request and arrive at a final recommendation. The review shall be based on standards provided to each media activity before it prepares its requests.
- 6.3. The A.S.I. Board of Directors may allocate funds in support of student communications media activities.
- 6.4. The I.R.A. Advisory Committee may allocate funds to the Communications Board in support of student communications media activities.
- 6.5. Communications media activities are expected to provide as much of their own financial support as possible, drawing upon advertising, subscription, and other revenue sources.

7.0. PROCEDURES:

- 7.1. The communications media activity seeking funding from the A.S.I. Board of Directors or I.R.A. Advisory Committee must meet eligibility requirements outlined in the Communications Code.
- 7.2. The communications media activity seeking funding from the A.S.I. Board of Directors or I.R.A. Advisory Committee will prepare their budget request using the Budget Request Packet described in 5.7 above.
- 7.3. The communications media activity will submit its budget request to the Communications Board.
- 7.4. The editor or manager and adviser of each media activity shall appear before the Communications Board to present its budget.
- 7.5. The Communications Board will review the budget request and arrive at a final recommendation. The review shall be based on criteria provided to each media activity before it prepares its request.

- 7.6. The Communications Board or its representative(s) shall meet with and present to the A.S.I. Finance Committee a recommendation for the total allocation itemized by each media activity and areas within the activities for A.S.I. funded activities.
 - 7.7. The Communications Board or its representative(s) shall similarly meet with the I.R.A. Advisory Committee and present its recommendation for the total allocation itemized by each media activity and areas within the activities for I.R.A. funded activities.
 - 7.8. Once the total communications media allocation has been approved by the A.S.I. Board of Directors and/or the I.R.A. Advisory Committee, the President shall approve the funding recommendations. This funding shall be under the fiscal management of the Division of Financial Management & Services.
 - 7.9. The Communications Board shall record the final budget for each activity in the Office of the General Manager of the A.S.I. and in the Division of Financial Management & Services prior to release of funds.
 - 7.10. For any unforeseen circumstances requiring additional funds, the procedure shall be similar to that of the regular budget request process.
 - 7.11. The Communications Board must recommend approval of transfers of funds from one line item to another for any media activity.
- 8.0. APPENDICES:
- 8.1. Funding Criteria.

COMMUNICATIONS BOARD FUNDING CRITERIA

The Communications Board shall utilize the following criteria to determine eligibility of an activity and to determine the funding level.

1. Degree to which the proposed activity furthers the objectives of enhancing the University's communication course to which it is related.
2. Relative importance of the course offering to the University's communication curriculum.
3. Relative importance of the student communications media activity to the University's overall academic and the student affairs objectives.
4. Degree to which the activity's financial plan is dependent on I.R.A. and A.S.I. funding.
5. Degree to which the activity has other sources of funding.
6. Degree to which the activity has expended previous allocations.
7. Degree to which the activity has attained objectives in previous years.
8. Degree to which the activity provides regular, systematic measures for assessing the attainment of its objectives.
9. Degree to which the activity demonstrates sound and efficient fiscal practices.
10. Merit of each proposal as determined by criteria 1-9 as they relate to all other submissions within the context of availability of funding.