

**California State University, Los Angeles (CSULA) Foundation
Policies and Procedures**

Subject: Public Relations Policy

Approved: November 5, 2001

Revised:

1.0 PURPOSE

To establish policies and procedures for funds solicited and/or expended to supplement state funding for public relations activities.

2.0 POLICY

The CSULA Foundation may solicit and transfer funds to the state to supplement state public relations budgets so long as these types of expenses are included in the approved annual operating budget and do not exceed 5% of the total annual operating budget.

3.0 DEFINITIONS

Public Relations funds are defined as money used to pay expenses arising from public advocacy to further the University's mission and goals.

4.0 PROCEDURES

- 3.1 The Executive Director is responsible for proposing any budgeted funds for public relations, for monitoring the balance in the public relations budget, and for authorizing the transfer to the State or other recognized auxiliary organization of the State.
- 3.2 The Board of Trustees are responsible for any direct solicitation of funds restricted for public relations and for the approval of the annual operating budget.
- 3.3 Any direct solicitation of public relations funds shall be conducted from a prospective contributor list compiled by board members. Solicitation shall be consistent with the CSULA Foundation's Conflict of Interest Policy.
- 3.4 The administrative division of the University responsible for the account to which funds are transferred will provide adequate documentation to the CSULA Foundation board through the Executive Director regarding the manner and purpose(s) for which funds are expended.