

Policy #: 700.0
Date: September 17, 2014
Last Reviewed: December 11, 2014
Next Review: December 11, 2016

TITLE: EXPENDITURE OF DISCRETIONARY AND OPERATIONAL FUNDS FOR PUBLIC RELATIONS

Policy Purpose

It is the policy of the UEC Board of Directors that expenditures for discretionary and public relations purposes are appropriate if they advance the mission, goals and objectives of California State University, San Bernardino. The purpose of this policy is to provide definition and scope in the administration of such expenditures.

Sources of Funds

Revenue generated from operations constitutes the major source of funds used for discretionary and public relations purposes.

Solicitation of Funds

University Enterprises Corporation at CSUSB shall comply with California State University, San Bernardino's policies regarding the procedures for sales and solicitation of funds.

Type of Funds

Discretionary Funds:

Discretionary funds are appropriated through the budget's allocation process each year and may be used for purposes which serve to augment appropriations for CSU operations. Discretionary expenditures may include public relations and are at the discretion of the California State University, San Bernardino's President and Vice President for Administration and Finance/Chief Operating Officer.

Operational Funds:

Operational funds are appropriated through the budget allocation process each year and are primarily used for operational expenses. They may also be used for public relations if they meet the policy purpose and are authorized by an officer of UEC.

Procedure of Control

The UEC Board of Directors authorizes the necessary budget appropriation to accomplish the goals as defined above. The funds are then set aside and disbursed by an authorized signer.

Approval:

Approved by the UEC Board of Directors