

Policy 106

**Source and Use of Public Relations  
Funds**

Section: 100 – General Administration  
Responsible Executive: Executive Director  
Responsible Department: Executive Office  
First Effective Date: February, 1976  
Last Reviewed: March 2018  
Next Scheduled Review: June 2023

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**1.0 PURPOSE**

- 1.1. To provide policy guidance on the accumulation and use of funds by the Cal Poly Corporation (“CPC”) for public relations purposes.

**2.0 BACKGROUND**

- 2.1. Per Title 5 California Code of Regulations §42502(i), each auxiliary organization shall maintain a policy on the “accumulation and use of public relations funds if such funds are obtained and used by the auxiliary organization to augment State appropriations for public relations.” The policy must include “...the policy and procedure on solicitation of funds, source of funds, amounts, and purpose for which the funds will be used, allowable expenditures, and procedures of control.”

**3.0 POLICY**

- 3.1. Solicitation and Accumulation of Public Relations Funds. CPC does not solicit public relations funds, and does not annually budget for funds to be available for public relations purposes.
- 3.2. Procedures. Any expenditure of CPC funds for purposes of public relations shall only be at the request of the University President. The source of funds would be any discretionary or restricted fund account that is available to the President. Pursuant to the CPC’s purchasing policies and procedures, the request shall be accompanied by appropriate supporting documentation, with dates, purpose and individuals or groups involved, location, and amounts clearly stated, and any other requirements.
- 3.3. Source of Public Relations Funds. Public relations funds may be sourced from CPC-held discretionary or restricted funds. These funds may be derived from various sources including corporate auxiliary revenues, donations, or the proceeds from the sale of non-cash gifts made to the CPC for benefit of specific University activities, departments, entities or individuals. Expenditures from discretionary or restricted funds must clearly advance the objectives of the campus and California State University; and be consistent with applicable procurement and accounting practices. All expenditures must be appropriate for campus authorized educational, social, development, hospitality, community and employee relations, employee business travel and related considerations, student aid, and for other purposes that benefit the California State University or the campus. All expenditures from a restricted fund must be clearly consistent with the restricted purpose.
- 3.4. Policy filing. CPC shall file a copy of this policy with the California State University Chancellor’s Office, per the requirements of Title 5 California Code Regulations §42502(i).

**4.0 DEFINITIONS**

- 4.1. None.

**5.0 PROCEDURES, GUIDELINES AND FORMS**

5.1. The Executive Director or his/her designee is charged with the responsibility of implementing this policy through procedures, guidelines and forms, if needed, as approved by the Executive Director.

**6.0 COMPLIANCE**

6.1. All auxiliary units, departments and personnel and any authorized personnel requesting funds from any account held by CPC must comply with this policy.

**7.0 REFERENCES AND RELATED POLICY**

7.1. Title 5 California Code of Regulations §42502(i)

7.2. General Accepted Accounting Principles (GAAP)

**Technical and administrative change updates**

*7-25-12 for title and organization structure changes.*