Public Relations

In accordance with policies established by the California State University the following policy and section 42502(i) of the California Code of Regulations, the following policy applies to the Associated Students of California State University, Stanislaus.

POLICY

The Associated Students, Inc. may expend funds for public relations purposes as long as these types of expenses are included in the approved annual operating budget.

Public relations is defined as follows: Expenses related to the increased recognition in support of the Associated Students, Inc. program and operational activities. Expenditure categories include but are not limited to the following:

- Brochure/newsletters
- Marketing Coordinator salary
- “Logo” wears for ASI members
- Publicity/promotions
- ASI officials “Welcome Package”
- ASI Logo items for all campus distribution
- Executive Discretionary
- Campus Pride Campaign

All expenditures require prior authorization by the program coordinator or ASI Administrative Director.

PROCEDURE

I. Budget Inclusion

During the Associated Students, Inc. yearly budget preparation cycle the expense level for public relations/marketing for the new fiscal year is projected. Expenses are identified in the ASI’s budget in the Marketing budget group along with other line items related to the above listed expenses.

II. Authorization for Expenditures

Allowable expenditures include the release of funds for publications, marketing, apparel, marketing give-aways, promotional items, Public Relations/Marketing office items, software for the use of the producing marketing and public relations items, and any other expenditures that pertain directly or indirectly to the marketing, promotion or public relations of the ASI.

III. Expenditures outside of the designated allocation through the annual budget process exceeding $500.00 must be authorized by the ASI Director, ASI President, or the ASI Vice President, Finance. Expenditures exceeding $1,000.00 must be authorized by the ASI governing board.

This policy may be amended by a two-third’s vote of the Student Senate.
Adopted at a regular meeting of the Associated Students, Inc. Student Senate this 23rd Day of May 2006.

Signed:

Chelsea Minor
President

Attest: Andrew Janz
Speaker of the Senate