

ASI/USU Public Relations Policy

PURPOSE

It is the responsibility of each Board of Director, Officer, Employee, and Volunteer to actively pursue a public relations program that promotes effective campus partnerships and highlights educational and developmental benefits provided by both organizations.

POLICY

The ASI and USU Board of Directors have the authority to authorize the expenditure of funds for the purpose of preparing and distributing information to the campus and general public regarding the programs, services, and facilities of the Associated Students, Inc. and the University Student Union.

This policy was voted on and approved by the:
ASI Board of Directors on 3/19/2013
USU Board of Directors on 2/28/2013

The following signatures by the ASI President and USU Chair verify the approval of the ASI and USU Board of Directors:

Shanice Jackson
ASI President

Shanice Jackson
Signature

5-28-13
Date

Emily Benefield
USU Chair

Emily Benefield
Signature

5.24.13
Date

** This policy may be amended by a two-thirds vote of the ASI and USU Board of Directors*

Guidelines:

1.0 Definition of Public Relations

1.1 Expenses related to the increased recognition in support of the Associated Students, Inc. and the University Student Union program and operational activities. Expenditure categories include but are not limited to the following:

- 1.1.1 Brochure/newsletters
- 1.1.2 Marketing Coordinator salary
- 1.1.3 "Logo" wears for ASI members
- 1.1.4 Publicity/promotions
- 1.1.5 ASI/USU officials "Welcome Package"
- 1.1.6 ASI/USU Logo items for all campus distribution
- 1.1.7 Executive Discretionary
- 1.1.8 Campus Pride Campaign

1.2 All expenditures require prior authorization by the Program Coordinator or ASI and USU Director.

2.0 Budget Inclusion

2.1 During the Associated Students, Inc. and University Student Union 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.

3.0 Authorization for Expenditures

3.1 Allowable expenditures include the release of funds for publications, marketing, apparel, marketing giveaways, 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 and USU.