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Chapter 7

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INTRODUCTION

University Relations and Development has as its primary responsibility the establishment, maintenance, and enhancement of relationships with the University's external constituents. Those constituents include alumni, parents, corporations, foundations, friends, and media. Over the years, the University has helped develop a positive institutional image and this image, in turn, has shaped the constituent perceptions of the institution.

Each of the departments in the University Relations and Development Division has responsibility for coordinating the University's involvement with specific external constituent groups, although the total efforts of the University are not concentrated in these departments. Each University employee's help is needed to make the university relations program the most effective. The process can best be described as centralized coordination and decentralized execution.

705

Advisory Boards, Councils and Committees

The University and many of its colleges and departments have established advisory boards, councils and committees, comprised of industry and community representatives. These groups allow Cal Poly to seek the help, advice, cooperation and understanding of the corporate community, the professions, the agriculturists, the artists and others with insight into the future needs of our society.

705.1

President's Cabinet

The advisory group that benefits the University in general is the President's Cabinet. Members consist of senior-level executives of corporations and community leaders who have an interest in the future of higher education generally and in helping to shape the future of Cal Poly specifically. The Cabinet, which meets annually, is guided by an Executive Committee and several subcommittees which have campus counterpart committees composed of faculty and staff.

705.2

Individual Advisory Groups

Individual college, departmental and program advisory groups are comprised of corporate and community members who provide advice and feedback to the college dean, department head or program administrator.

705.3

Membership

Suggestions for membership on any of the advisory groups should be made to the appropriate dean, department head, or -- for the President's Cabinet -- directly to the President. Recommendations for appointment are approved by the President. Upon agreement, letters of invitation are sent to prospective members and are generally signed or co-signed by the President.

705.4 Meetings

Agendas for each meeting should be sent to the President's Office and to University Relations and Development. Summary notes or minutes of the group's meeting should also be sent to the President's Office and University Relations and Development.

710 UNIVERSITY DEVELOPMENT

711 Introduction

To achieve the full measure of its potential, the University must rely upon a combination of public and private support and upon the understanding and goodwill of a number of different constituencies and publics. As the principal University area charged with development of alumni, public and private understanding and support, University Relations and Development is responsible for all institutional programs of fundraising, alumni relations, and public relations.

The University has many diverse interests to be served, and the competition for attention and for funds in both public and private sectors continues to intensify. Only through coordination of effort and cooperation can potential confusion and diminishing returns in private support be avoided.

Procedures and Guidelines for Fundraising, Uniform Gift Processing, Internal and External Communications, Alumni Relations, and Developing Scholarships and Endowments are maintained in the University Relations and Development office.

712 Policy for Fundraising

As delegated by the President, all fundraising activities of the University and its units are under the administrative supervision of University Relations and Development. Because of the interrelationship among the constituencies approached for gift consideration and because all programs seeking gift support need the greatest possible response, cooperative procedures to ensure a coordinated effort are fundamental for proper university relations and effective fundraising results.

712.1 Solicitation of Gifts

All fundraising or solicitation programs for contributions from alumni, friends, businesses, parents, foundations, or the local community must be submitted to University Relations and Development for review, coordination, and counsel.

712.2 Approval of Gift Proposals to Alumni, Individuals, Businesses, Corporations and Foundations

Gift proposals of \$5,000 or more and proposals for gifts of equipment to alumni, individuals, businesses, corporations and foundations shall be coordinated through University Relations and Development.

712.3 Coordination with the Grants and Contracts Office

Proposals having faculty release time or salaries and implied deliverables, such as a final report or periodic financial reports, should be coordinated through the office of Grants and Contracts.

712.4 Land, Buildings, and Other Major Plant Extensions

Proposals for construction of physical plant facilities or acquisitions of land or facilities must be approved by the President and Chancellor's Office.

712.5 Financial and Tax Matters

Pledges may be accepted for up to five years. Requests for longer payment periods or special payment considerations must be approved by University Relations and Development.

713 University Development Coordinating Council (UDCC)

The UDCC is chaired by the Executive Director of University Relations and Development and is composed of the deans and/or each person responsible for fundraising activities in the various colleges, subject to appointment by the respective deans and the approval of the Executive Director of University Relations and Development. Any other unit of the University conducting frequent, general solicitations or having repetitive mail contact with alumni, such as Intercollegiate Athletics and Annual Giving, are also represented by the appropriate person.

713.1 Universitywide Solicitation Coordination

Persons responsible for any fundraising program coordinate all activities with the Executive Director of University Relations and Development.

The UDCC will collectively and cooperatively establish an annual University Solicitation Calendar for each fiscal year. This calendar serves as the basis for coordinating all solicitations and for planning the supporting services needed to implement the solicitations. Departure from this calendar or unscheduled mailings or solicitations must be approved by the Executive Director of University Relations and Development.

714 Capital Fund Campaigns

A capital campaign is identified as an organized program designed to solicit funds for a special capital objective, such as construction or endowment, with an identified dollar goal. It involves volunteers in the solicitation of potential donors. It also requires involvement and commitment from the dean and faculty. The President and University executive officers must approve a capital campaign.

Capital campaigns cannot be undertaken until a feasibility study has been conducted. The Executive Director of University Relations and Development will determine whether outside counsel is needed on a case-by-case basis. The cost of such studies is to be borne by the college or department proposing the campaign.

Capital campaigns will be coordinated through the office of the Executive Director of University Relations and Development. Support staff from other departments in University Relations and Development will be made available to assist capital campaign efforts.

715 Endowment Development

Endowment Development serves as the coordination point for all inquiries regarding scholarship and program endowments. In close coordination with instructional departments, colleges, financial aid, foundation and other campus offices, agreements are formalized for the administration of endowments consistent with donor intent. Endowments can be established for any number of purposes consistent with the University's mission and at various threshold funding levels ranging from award endowments to endowed chairs. Endowment Development is available to assist departments with endowment packages and to work with prospective donors on options and details for establishing endowments.

Proposals to establish a faculty position endowment (endowed chairs, professorships, lectureships, etc.) must have prior approval by the Vice President for Academic Affairs.

716 Planned/Deferred Giving

Planned/deferred giving activities and programs are the responsibility of the Director of Gift Planning, who collaborates with Foundation Officers. Planned/deferred giving includes gifts to the University with a life income retained by the donor, bequests, trusts and life insurance. The Cal Poly Foundation is trustee for and manages all such gifts (see Sections 101, 113 and 128 of the Cal Poly Foundation Operating Manual). Inquiries regarding planned/deferred giving can be transferred to or discussed with the Director of Gift Planning or the Executive Director of University Relations and Development.

717

Annual Fund and Major Donor Program Campaigns

The Annual Fund and major donor campaigns consist of phone, direct mail appeals and personal solicitation of our constituents. These primary constituents consist of alumni, parents, faculty and staff, friends, and small businesses. The areas that the solicitations benefit include discretionary funds for colleges and departments, individual programs, the general unrestricted fund and special projects.

Marketing for major gift club membership is done by carefully segmenting the upper level Annual Giving Clubs and inviting those donors to consider membership. Prospective donors are also identified from the local business community. The Director is involved with personal solicitations of these members and works in coordination with department heads and deans to prepare the most effective strategy. Cultivation also takes place via University special events.

717.1

Calendar Coordination

The UDCC will collectively and cooperatively establish the annual University Solicitation Calendar for the next fiscal year for mailings and phon-a-thons. Placement on the calendar should be requested through University Relations and Development at least two months prior to the proposed mailing, subject to a non-conflict concurrence by the University Relations and Development office and the UDCC at their next regular meeting.

The annual University Solicitation Calendar will serve as the basis for planning the supporting services needed for solicitation mailings, phon-a-thons, major donor activities (i.e., alumni records, gifts receiving, mail service and publications). Unscheduled mailings or registered mailings which lack adequate preparation time will not receive assistance or be completed unless special authorization is obtained from Annual Giving.

No departures from the registered time period should be made without specific approval by University Relations and Development, except for uncontrolled and unforeseen delays. When such delays become evident, the mailing party is expected to immediately notify University Relations and Development for possible rescheduling so as not to affect the other mailers already planned for the adjusted time period.

The nature and content of solicitation materials for the college or department conducting the solicitation shall be developed jointly by the college or department, Communications and Special Events, and Annual Giving. A review by the University Relations and Development office of all proposed materials is necessary before material production begins to help make them more effective and obtain positive fundraising results. Also, review will provide for solicitation identification and compliance with University policy and handling requirements. Additionally, college/department newsletters should be timed to, indirectly but positively, impact the solicitation. Communications and Special Events assists in preparation of the newsletters.

718 University Development Services (UDS)

University Development Services maintains the University Master List for Cal Poly alumni and donors; serves as the centralized gift processing unit for receiving, recording, acknowledging and reporting all gifts to the University; and provides lists, mailing labels and reports to support Cal Poly's fundraising activities.

718.1 Gift Processing

Gifts received from alumni, parents, foundations, corporations, friends, faculty/staff and others are received, recorded and acknowledged by UDS. These gifts, cash/securities and in-kind, are directed to accounts for colleges, departments, the Alumni Association, financial aid, athletics, Associated Students, Inc., special projects and other areas according to the donor's request. All gifts must be transmitted or reported to UDS. Gifts must be accompanied by a signed Gift Information Form. Reports are distributed to administrative areas as needed.

Please refer to current gift processing procedures manual for more detail regarding the specifics of gift processing and acknowledgments.

718.2 Output Requests

Output services consist of providing lists, labels, and reports of both external and internal publics as listed in paragraph 732. UDS maintains the University Master List and is responsible for the maintenance and coordination of this database.

720 ALUMNI RELATIONS

721 Introduction

The Alumni Relations office serves as the primary contact on campus for alumni activities. The responsibilities include alumni programming, chapter development, student alumni council activities, seeking active alumni participation in University activities, parents program, and related special activities. Colleges and departments have alumni activities and these activities should be coordinated with the Alumni Relations office for maximum effectiveness. Alumni reunion activities scheduled during college open houses should also be coordinated through the Alumni Relations office.

722 Use of the Cal Poly Alumni Association Name

The Cal Poly Alumni Association is the official name used by the University for conducting activities with the University's alumni. Departments and colleges can use "alumni" in interacting with the graduates, e.g., College of Business Alumni Office.

723 Objectives

1. Provide a continuing identification with Cal Poly to all alumni.
2. Assist Cal Poly's continuing efforts to provide the finest higher education through a variety of programs.
3. Provide a focal point for Cal Poly-oriented activities.
4. Provide alumni with an avenue to express opinions.
5. Provide funding to the University for programs and activities identified by the President.
6. Assist in fundraising efforts.
7. Plan and implement special events for all Cal Poly alumni, faculty/staff and students (i.e., Homecoming, Honored Alumni Program, reunions and chapter events).
8. Support the efforts of the Cal Poly Parents Association, both social and fundraising.
9. Sponsor the Student Alumni Council/POLY REPS.
10. Coordinate and manage the activities of the National Alumni Association Board of Directors.
11. Provide managerial support for the Cal Poly Rodeo Boosters.

724 Services

The Cal Poly Alumni Association is eager to provide alumni with the services listed below:

1. Advisory and consultation - problems or questions can be directed to the Alumni Relations staff.
2. University facility use.
3. University library use.
4. Group travel opportunities.
5. Special merchandising.

725 Special Events

1. Chapter Development

Chapters can be of great benefit to their respective members and to Cal Poly. They provide the opportunity to reach alumni on a personal and individual basis. Chapters are a vital link in involving and reaching alumni throughout the nation. All external alumni chapter activities should be coordinated through Alumni Relations, including athletic, college, department, or ethnic related chapters.

2. Homecoming

Homecoming provides an opportunity for alumni to reunite with Cal Poly and their former classmates. The Alumni Relations office, in conjunction with student leaders, organizes and implements this annual event.

726 Student Alumni Council (POLY REPS)

Recognizing that each student who enters the University will someday become an alumnus, POLY REPS give Cal Poly students a chance to work with former and prospective students in a variety of programs that provide POLY REPS valuable communication and leadership skills.

The purpose of the organization is to promote the interests of and an understanding among the students of the past, present, and future of Cal Poly.

The organization is co-sponsored with Student Affairs (University Outreach Services) and Academic Affairs and is advised by a member of the Alumni Relations staff and a University Outreach Services staff member.

727 Cal Poly Parents Association

The Alumni Relations staff, in conjunction with the six colleges, organizes and implements special events which attract parents to campus for cultural and athletic events.

728 Cal Poly Alumni Association Board of Directors

Alumni Relations is responsible for conducting the activities and meetings of the Cal Poly Alumni Association Board of Directors. All contact with this governing body should be conducted through the Director of Alumni Relations.

730 COMMUNICATIONS AND SPECIAL EVENTS

The purpose of the Communications and Special Events Department is to provide professional consultation and services to aid the University and its colleges, departments and programs in effectively communicating with their various publics.

The Communications and Special Events Department assumes responsibility for:

1. Advising on and/or executing University, academic, alumni and development publications, materials, brochures, newsletters, fundraising proposals and news releases.
2. Media relations
3. Speech writing
4. Advising on and/or executing all campus events hosted by the President's Office and University Relations and Development.

731 Publications

731.1 Cal Poly Report

Published weekly during the academic year when classes are in session and every other week during the summer quarter under the supervision of the Director of Communications and Special Events, Cal Poly Report is an official publication of the University administration and has as its purpose:

1. To disseminate information from the University administration to faculty and staff.
2. To disseminate information from University organizations to faculty and staff members to preclude mailings that would otherwise overload the campus mail system.
3. To report developments bearing on Cal Poly's role in the field of education and its potential contribution to California higher education.
4. To report significant campus developments so the faculty and staff may generally be kept informed.
5. To promote high morale through greater communication and integration of administration, faculty, and staff.

Material for publication is invited from all employees of the University and should be submitted to Communications and Special Events by noon on Thursday for publication the following Thursday.

731.2 Cal Poly Today

Cal Poly Today is the University's publication for alumni and friends. It is Cal Poly's only external publication that reaches all alumni, donors, and special friends. It is also distributed to all faculty, staff, and administrators.

The publication's mission is to:

1. Interpret and advance Cal Poly in an honest and balanced manner, and create informed goodwill through coverage of ideas, issues, and events involving the University and its alumni.
2. Serve as a credible communications vehicle that keeps alumni and friends in touch with the University and each other in a way that encourages intellectual inquiry and a sense of community.
3. Entertain and inform its readers, telling them how Cal Poly people are involved with contemporary issues that affect readers and society as a whole.

Cal Poly Today is guided generally by the Director of Communications and Special Events and, specifically, by the Publications Editor. A four-person editorial board reviews and resolves any controversial issues.

The publication accepts ads only for projects or programs that will benefit the Alumni Association, the University Relations and Development Division, or the Foundation. The decision to accept any particular advertisement is at the discretion of the editor and/or the editorial review board.

731.3 Alumni Publications

The Communications and Special Events Department produces publications for the Alumni Association, including materials for solicitations for contributions to the Association, advertisements, homecoming, and special events.

731.4 Parents Publications

The Communications and Special Events Department is responsible for the publication of a quarterly parents newsletter, titled In Touch, as well as other parent-related materials. The Publications Coordinator has primary responsibility for this function.

731.5 Foundation Annual Report

The Director of Communications and Special Events is responsible for developing, writing and producing the Cal Poly Foundation's Annual Report. This report is published in November and is sent to major donors, Foundation staff, University administrators, and off-campus individuals interested in the Foundation. The Director works in conjunction with the Executive Director of the Foundation.

731.6 Fundraising Materials

The department's staff assists other departments within the University Relations and Development Division and individual colleges in the writing, design, and printing of various fundraising brochures, corporate/foundation proposals, and other solicitation materials.

731.7 Catalog (Issue of the California Polytechnic State University Bulletin)

The catalog is prepared by Academic Affairs and Communications and Special Events. All proposed changes in catalog statements must follow the procedures outlined in Chapter 4 of this manual.

732 Publication Review

1. The Communications and Special Events Department is responsible for reviewing all brochures, publications, newsletters and other materials that incorporate the University's name, logo or seal prior to printing.

2. Printing estimates for publication of material by the State Printing Office will be issued by the Purchasing Office for official University publications only when the material has the written approval of the Director of Communications and Special Events. Purchase orders to commercial printers for such publications will be issued by the Purchasing Office and the Foundation only on the same written approval. Any printing done by Duplication Services must also first be approved.

732.1 Proposed Student Publications

Proposed student publications should be reviewed first by the Student Life and Activities office and then by Communications and Special Events.

732.2 Proposed Publications by University Organizations

New publications being proposed by University organizations, departments, or programs should be reviewed by the appropriate department head, dean, or division head and then by the Director of Communications and Special Events.

733 Advertising in Publications

All plans for the solicitation of advertising for publications, programs, throwaways, public address systems, campus radio system, and other media sponsored by or presented by student organizations operating within the general framework of the Associated Students, Inc. should be reviewed first by the ASI Director of Business Affairs and then the University's Director of Communications and Special Events. Such review should be sought at least one week prior to the start of solicitation.

Any plans for the solicitation of advertising for publications, programs, throwaways, public address systems, campus radio station, and other media sponsored or presented by University programs or departments should be reviewed by the appropriate department head, dean, or division head and then the Director of Communications and Special Events at least one week before the start of solicitation.

Additional guidelines relating to advertising in campus publications are contained in Section 816.1.

734 Special Events

The Director of Communications and Special Events is responsible for planning and producing University special events that are hosted by the President or the University Relations and Development office. This includes coordination of all details of a variety of events ranging from small luncheons and receptions to large dinners.

The department is also responsible for coordinating the requests by other departments for the President's attendance at various campus functions.

The Director also acts as staff liaison between the President's Office and the President's Cabinet. This includes planning, organizing, and conducting the Executive Committee meeting and the plenary session.

735

Public Relations

An institution's public relations program is the sum of all impressions created by the institution itself and by the people associated with it. The greater part of the public relations work of any educational institution is the attitude toward that institution of every member of the University community. Only with the help of every individual associated with Cal Poly can its public relations program be effective.

Since public relations enters into every work, act, and policy of the University and its people, it is evident that responsibility for all public relations activities cannot be concentrated in the hands of one person or one office. Nevertheless, all policies should have the benefit of experienced public relations counsel. Therefore, efforts at information and interpretation should be coordinated, and the responsibility for such coordination has been assigned to the Director of Communications and Special Events.

Public relations functions occur within the University's educational context and its commitment to the principles of free speech (Chapter 8).

736

Media Relations

The Communications and Special Events Department is responsible for the University's media relations. The goal is to be proactive rather than reactive. The Director is the main contact person for inquiries. When possible, questions will be referred to the media liaison in the area or program with which it deals.

736.1

Public Relations Advisory Council

The Director of Communications and Special Events serves as staff liaison to the President's Public Relations Advisory Council, established to advise the University on effective media and community relations.

736.2

News Releases

Information for news releases should be drafted and sent to the Communications and Special Events Department for editing and distribution to appropriate news media. A copy of any material sent to the media by any other department should be sent to the Communications and Special Events Department for information.

736.3 Tip Sheet

Periodic "tip sheets" are written and distributed by the staff of the Communications and Special Events Department. These contain brief descriptions of interesting activities on campus, which can be researched and written up or broadcast by the media.

736.4 Photographs

Pictures intended for distribution to news media should be reviewed by the Communications and Special Events Department before they are distributed.

737 Radio and Television Broadcasts

737.1 Broadcasts of ASI Events

The Director of ASI Business Affairs is responsible for contract arrangements for all sponsored radio and/or television broadcasts of special events held under the auspices of ASI.

737.2 Noncommercial Programs

The Director of Communications and Special Events will make arrangements for all noncommercial program broadcasts of special events whether they are under the auspices of the University or of the ASI, except for athletic events which are handled by the Athletic Director.

737.3 Broadcasts of Sponsored Special Events

The Director of Communications and Special Events is responsible for all sponsored radio and/or television broadcasts of special events held under the auspices of the University, except for athletic events.

737.4 Exclusive Broadcast Rights

Exclusive broadcast or telecast rights shall be granted only when ASI or the University receives monetary remuneration.

737.5 Broadcast Liability

The radio or television station involved in broadcasting University events shall assume all liability and costs incurred in connection with sustaining and/or sponsored programs.

737.6 Broadcast Personnel, Sponsors

Both the personnel and sponsors/advertisers for broadcasts of events held under the auspices of the University or the ASI must be reviewed in advance by the Director of Communications and Special Events, except for Athletic events.

737.7 Other Broadcast Activities

Individuals or organizations desiring to obtain radio and/or television spot announcements, news coverage, or other coverage for University events shall make arrangements for them through the Communications and Special Events Department.

737.8 Use of Facilities for Motion Picture or Television Productions

Any use of University facilities for the production of feature programs, commercials or other material for presentation on television or in motion picture theaters must be approved in advance of such use by the Director of Communications and Special Events who will coordinate arrangements needed for the production activity.

738 Use of University Name, Seal, Symbols, or Letterhead

738.1 University Name

Commercial use of the University name is a privilege reserved by law to agencies or organizations officially related to and recognized by the University. For the purposes of this section University name means "California Polytechnic State University, San Luis Obispo," as well as any generally recognized abbreviation or short form of the University name or mascot, including, but not limited to, "Cal Poly," "Cal Poly Mustangs," etc. All uses of the University name for commercial enterprises must be reviewed by the Communications and Special Events Department.

738.2 University Seal, Symbols, Mascot or Letterhead

All uses of the University's official seal, symbols, or letterhead in decals, posters, programs, publications or signs must be reviewed by the Communications and Special Events Department.

738.3 Use of University Name

The right to use of the University name may be granted to organizations whose membership consists primarily of a combination of students, faculty, staff and/or auxiliary staff members, upon application to the University President.

738.4 Authorized Use of Letterhead

The official letterhead stationery of the University is authorized for State business only.

739 Speakers Bureau

Faculty and staff members are invited to list with the Communications and Special Events Department areas of expertise on which they are willing to give talks when called upon by off-campus groups or in response to requests from news media for interviews. A listing of speakers will be compiled, revised periodically and distributed to the media and service organization.