

# Public Relations

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## Purpose

The Associated Students, Incorporated belongs to and derives its strength from the students of California State University, Long Beach. For a student body to be supportive of its association, the students must be knowledgeable of the association's aims and efforts.

The Board of Directors believes it is the responsibility of each Board member, as well as each employee of the Associated Students, Incorporated to actively pursue a public relations program that promotes effective campus partnerships and highlights the educational and developmental benefits provided by the association. The following policy on Public Relations has been established to provide the framework for the establishment of a public relations function and to demonstrate that ASI's commitment to effective public relations is supported at the highest levels of the organization.

## Policy Statement

It is the policy of the Associated Students, Incorporated that the 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, Incorporated, provided that nothing contained therein is for the purpose of influencing the outcome of an election.

## Who Should Know This Policy

- |  |  |   |
|--|--|---|
| <input checked="" type="checkbox"/> Budget Area Administrators | <input checked="" type="checkbox"/> Elected/Appointed Officers | <input type="checkbox"/> Grant Recipients |
| <input checked="" type="checkbox"/> Management Personnel       | <input type="checkbox"/> Program Advisors                      | <input type="checkbox"/> Staff            |
| <input checked="" type="checkbox"/> Supervisors                | <input checked="" type="checkbox"/> Volunteers                 |   |

## Definitions

For purposes of this policy, the terms used are defined as follows:

Term	Definition
Advertising	Bringing a product or service to the attention of potential and current customers through paid placement of product/service information
Promotion	Keeping a product or service in the minds of the customer to help stimulate demand for the product or service
Public relations	Ongoing activities designed to ensure that an organization has a strong public image, including helping the public to understand the organization and its products or services.
Publicity	Recognition, or mention, in the media in which reporters and writers decide what is said rather than the organization.

## Regulations

The Board recognizes that students have a right to know what is occurring in their association; that board members and ASI administrators have an obligation to see that students are kept systematically and adequately informed; and that ASI ultimately benefits from ensuring that students get all information, good and bad, directly from the association itself.

To this end, the Board affirms the following:

### 1.0 Communications System

ASI shall maintain an effective two-way communication system between ASI and its various constituencies which ensures:

- Dissemination of accurate, timely information about ASI policies, programs, services, procedures, achievements, decisions, critical issues, etc.;
- Explanation of decisions and actions taken by ASI;
- Minimization of rumors and misinformation;
- Programs and practices designed to provide an open climate which elicits ideas, suggestions, reactions from the campus community and employees alike;
- An effective working relationship with the news media.

## 2.0 Public Relations Function

ASI shall maintain a public relations function that will coordinate ASI's communication efforts. This function shall be carried out under the immediate supervision of the Office of the Executive Director to ensure that public relations efforts and resources are balanced among the various programs and divisions of the corporation.

## 3.0 Organizational Environment

ASI shall develop and maintain an organizational environment where all ASI staff members are aware that they share the responsibility for communication of ASI policies, programs, and activities to students, faculty, staff, and other members of the campus community. Responsibility for cultivating this environment and conveying these responsibilities shall rest with the Office of the Executive Director.

## 4.0 Communication Policies

The Office of the Executive Director shall maintain written communication policies and guidelines approved by the ASI Board of Directors. These policies shall be distributed to all ASI employees and made available to the public upon request.

## 5.0 Review Process

The Office of the Executive Director shall establish a communications review process to review and evaluate corporate wide communication efforts and implement improvements where indicated.

## Forms

There are no forms associated with the execution of this policy.