

Subject: External Communications Policy	Effective Date: 12-15-2004	Policy Number:
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	Responsible Authority: Vice President of Alumni Relations and Development and Foundation CEO	

POLICY OBJECTIVE, PURPOSE, BACKGROUND:

The successful relationship between the University of Central Florida and the University of Central Florida Foundation, Incorporated is dependent on cooperation, trust, and accountability. The foundation, as a direct support organization of the university, and a qualified 501(c)(3) charitable organization understands the desirability of making its financial records available to the public, despite its legal right to maintain the confidentiality of such records. To that end, the following is the policy of the foundation.

POLICY STATEMENT:

1. Communications with the Media

All persons affiliated with the foundation, including but not limited to, members of the board of directors, staff and any foundation committees, will refrain from commenting to the media regarding the foundation, its members, activities or plans except for announcements approved by one of the following: the president of the university, chair of the university board of trustees, CEO of the foundation, or a designee (each, an authorized representative). Questions from the media will be referred to the CEO of the foundation or a designee.

2. Communications with the Public

All persons affiliated with the foundation, including members of the board of directors, staff and any committees, should remember that they may be perceived by the public as representing the foundation. Any of those affiliated with the foundation should consider any comments about the foundation in that light and in furtherance of the best interests of the foundation.

3. **Communications with Governmental Officials or Agencies, Community Groups**

The foundation expects to engage various governmental and quasi-governmental entities and community groups on issues of concern to the foundation. In order to present a consistent message from the foundation and to enhance its ability to successfully express its positions, only an authorized representative may communicate on behalf of the foundation. The CEO and a designee will submit all communications, proposals, responses to request for proposals, grant requests and government contracts, reports, press releases or other documents on behalf of the foundation to any governmental and quasi-governmental entities or community groups.

4. **Lobbying**

The foundation is a tax-exempt charitable organization as described in Code Section 501(c)(3). The foundation will not, and no person or affiliate acting directly or indirectly on behalf of the foundation will, participate in or intervene in any political campaign on behalf of any candidate for public office, including the publishing or distributing of statements. No substantial part of the activities of the foundation will consist of carrying on propaganda, or otherwise attempting to influence legislation, except to the extent permitted by applicable law and regulations for not-for-profit, tax-exempt organizations. The CEO and a designee direct all activities which may be deemed to fall within this section.

5. **Records Requests.**

The foundation will make financial information, including information about financial expenditures from foundation funds, the investment and management of assets, and completed business transactions, available to the public upon receipt of a reasonable and specific request in writing. Documents which will be available to the public will include, but not be limited to, the foundation's accounting and other financial records, written, completed contracts, and employee salary information, as well as the foundation's annual audit report, management letter and any other supplemental data which are public records under Section 1004.28, *Florida Statutes* or federal law. Documents provided will be furnished in a format reasonably responsive, at a reasonable cost to the requesting party.

The foundation's ability to assure donors and prospective donors that their personal and financial information will be held in confidence is essential to the foundation's success. Therefore, the foundation will not release personal or personal financial information about donors, prospective donors, alumni, volunteers or employees. The foundation must also be able to assure private entities or individuals with whom it has actual or proposed business dealings that their business plans, financial information, and other proprietary or sensitive information will not be disclosed. Accordingly, the foundation will maintain the confidentiality of this information. Finally, in order to protect the ability of the foundation to effectively manage its liability risks, and to preserve its assets for its

charitable and educational purposes, the foundation will maintain the confidentiality of documents related to actual or potential litigation involving the foundation.

6. **Media Contact Log**

Any person engaging the media, the public, governmental officials, governmental officials or community groups as described above, will contact the CEO of the foundation so that an accurate report of each contact may be made.

Attachment: FS 1004.28.5

Adopted by the Board of Directors of the University of Central Florida Foundation, Incorporated at a regularly scheduled meeting on March 26, 2004.

DEFINITIONS:

Florida Statutes Section 1004.28(5) ANNUAL AUDIT. Each direct-support organization will provide for an annual financial audit of its accounts and records to be conducted by an independent certified public accountant in accordance with rules adopted by the auditor general pursuant to s. [11.45\(8\)](#) and by the university board of trustees. The annual audit report will be submitted, within 9 months after the end of the fiscal year, to the auditor general and the State Board of Education for review. The State Board of Education, the university board of trustees, the auditor general, and the Office of Program Policy Analysis and Government Accountability will have the authority to require and receive from the organization or from its independent auditor any records relative to the operation of the organization. The identity of donors who desire to remain anonymous will be protected, and that anonymity will be maintained in the auditor's report. All records of the organization other than the auditor's report, management letter, and any supplemental data requested by the State Board of Education, the university board of trustees, the auditor general, and the Office of Program Policy Analysis and Government Accountability will be confidential and exempt from the provisions of s. [119.07\(1\)](#).

History.--s. 172, ch. 2002-387.

APPLICABILITY/ACCOUNTABILITY:

PROCEDURES: