

## 6.0 Development and External Relations Policies and Procedures

Development and external relations policies and procedures of interest to faculty members are summarized in this section of the Handbook. For more complete information concerning policies and procedures, the faculty member should contact the Office of Development or the Office of Admissions.

### 6.1 Office of Development

The Office of Development implements a plan of financial support for all phases of the University program. It attempts to meet financial needs as identified in the University's long-range planning and budgeting processes by enlisting donors to assist in meeting these needs. All fund-raising efforts of the University are planned and directed by the Office of Development.

Faculty members are invited to submit to the Development Office (with the approval of department chairmen) detailed descriptions of equipment, book collections, and special projects which might be of interest to prospective donors. Requests should be limited to items more expensive than those normally included in the annual department budget. The department chairman and the dean of the school or college will assist in determining priority lists.

Faculty members are encouraged to assist the Office of Development through identification of prospective donors and, in certain instances, through gift solicitation. Members of the University faculty and staff have demonstrated their own interest in the growth of the University by supporting various capital campaigns and by supporting the OBU Annual Fund.

Faculty and staff are encouraged to join those who remember OBU in their estate planning. Emphasis on writing wills with OBU as beneficiary is designed to provide additional endowment income. Through the Planned Giving Department, the University offers information concerning will preparation and other estate planning. Such services are offered to faculty and staff members without cost or obligation.

#### 6.1.1 Basic Development Policies of which Faculty Should Be Aware

##### 6.1.1.1 Off-Campus Solicitation

Oklahoma Baptist University operates with a centralized fund raising philosophy. All fund raising efforts by OBU faculty, staff, students or organizations must be approved at least 2 weeks in advance by the vice president for development.

In most circumstances, direct solicitation of University constituents for contributions or pledges will be conducted by (1) a member of the development staff of the university, or (2) another university staff member or a volunteer accompanied by a development staff member. In most cases, solicitation of university donors without the involvement of the development staff is not permitted.

Solicitation of gifts from prospective donors who are not part of the university's current support base may be approved if the names of the prospects are submitted to the vice president for development prior to solicitation. The vice president for development reserves the right to delete prospects from solicitation list if they are prospects being solicited or cultivated by the development staff.

Fund raising projects (sales of products or services) must also be approved at least two weeks in advance by the vice president for development. The project must provide a legitimate product or service of value at a reasonable cost and be for the benefit of a worthy program.

Applications must be submitted by all university organizations; completed and signed by a representative of the organization; signed by the organization's sponsor, if applicable; signed by the vice president or dean who would have authority over the area of the University which the organization represents; and submitted for final approval to the vice president for development. Application forms are available from the student affairs office and the development office.

#### 6.1.1.2 Reporting Gifts and Donations

All gifts to the University must be directed through the Development Office to assure that they meet University requirements and that they are properly recorded and acknowledged.

#### 6.1.1.3 Restricted Gifts

All gifts which have specific restrictions as to use, control, display, or final disposition of the gift must be approved by the vice president for development. All such gifts must include a clear statement of conditions of acceptance and conditions of disposal. Questions concerning University policy on restricted gifts should be directed to the vice president for development.

#### 6.1.1.4 Contracts and Grants

Faculty proposals for contracts between the University and units of government, foundations, and other agencies must be reviewed by the Development Office, the Executive Vice President, the Chief Academic Officer, and the appropriate dean, and must be approved by the President. (See section 2.14.4)

#### 6.1.2 Alumni Office

It is the responsibility of the Alumni Office to: secure alumni involvement in and support for University programs; develop and maintain effective and consistent communications with alumni; maintain and improve the computer records of alumni and other former students; and expand and improve alumni activities, including area and regional meetings and Homecoming.

Faculty members are encouraged to provide the Alumni Office with information concerning former students (e.g., addresses, advanced degrees received, changes in profession, honors and awards received, marriages, birth of children, etc.). Information in the alumni files is available to faculty members on request.

### 6.1.3 Public Relations

#### 6.1.3.1 News Releases

Faculty members are encouraged to report activities which they feel to be newsworthy to the Public Relations Office. Information concerning honors to faculty members and students, election to professional membership or to professional office, grants or fellowships received, papers published or delivered, meetings attended, and distinguished class or campus projects should be communicated promptly to the Public Relations Office for dissemination to campus publications and to other news and professional media.

News releases involving statements of University policy should be submitted to the President's Office for approval.

#### 6.1.3.2 Crisis Information

The Public Relations Office shall be in charge of disseminating information concerning the University, its employees, its students, and visitors to the campus in the event of any crisis occurrence that concerns the news media. Faculty members should refer representatives of the news media and others seeking accurate information concerning students and personnel or damage to University properties to the Public Relations Office.

#### 6.1.3.3 Publications

All University publications which are prepared for distribution to external audiences of Oklahoma Baptist University must be approved by the Public Relations Office prior to printing and distribution. This policy applies to catalogs, bulletins, brochures, flyers, inserts, newsletters, posters, and advertisements prepared by or for any faculty member, staff member or student for any University-related department or program, implying any affiliation, association, endorsement, or other relationship with OBU. It is the responsibility of the Public Relations Office to assure that such publications meet a need that is not already being met by another publication and to assure both quality and cost control standards are met by the publication. The Public Relations Office has the staff and facilities necessary to prepare projects for publications. There is a fee for University-related work done, chargeable on an hourly basis for typesetting, paste-up and design. Photographic services are also available for publicity portraits and news photos. A nominal fee is charged. Refer to the [Public Relation Handbook](#) for more details.

#### 6.1.3.4 OBU Web Site

Coordination of OBU's presence on the Worldwide Web is a function of the Public Relations Office. All pages on and links to the OBU web site should be coordinated with the

Public Relations Office in an effort to assure a consistent, positive, wholesome image for the university.

## 6.2 Office of Admissions

The recruitment of students is a concern of the entire University community. The Office of Admissions is designed as the primary coordinator of the University's recruitment program. The Office of Admissions welcomes the opportunity to contact any student suggested by a faculty member. The Admissions Office will assist faculty members in their correspondence with prospective students. The faculty lends valuable assistance in recruitment of students by participating in OBU Preview Days, in OBU Day in churches, and in various other activities designed to familiarize high school students with the OBU campus.

The Admissions Office and faculty representatives are in continual contact with high school principals, guidance directors, church leaders, parents and students. Admissions personnel work to identify and recruit prospective students and to provide admissions counseling for students eligible for study in various OBU programs.