

 <p><b>RHODE ISLAND COLLEGE</b></p>	<p><i><b>College Advancement Overview</b></i></p>	
<p><b>RESPONSIBLE OFFICE:</b> College Advancement <b>RESPONSIBLE OFFICIAL:</b> Vice President for College Advancement</p>	<p><b>ORIGINATOR OF POLICY:</b> James Salmo <b>ORIGINATION DATE:</b> 07/26/2010</p>	<p><b>EFFECTIVE DATE:</b> 10/1/2010</p>

**1. RATIONALE**

**Statement of Purpose** -- The purpose of all advancement programs sponsored or affiliated with Rhode Island College shall be:

- A. To involve citizens of the state, alumni, and friends nationally in college-related efforts.
- B. To serve citizens of the state, alumni, and friends nationally through organized personal and other communications.
- C. To assist the college in obtaining the public funds necessary to provide the highest quality academic, research and service opportunities for the citizens of the state and nation.
- D. To assist the college in obtaining private funds, that complement and augment public resources for those academic, research and service opportunities which cannot be provided by public funds.

**2. STATEMENT OF POLICY**

**I. General Provisions**

- A. College Advancement involves organized groups of the college's various publics in support of specific programs.
- B. College Advancement describes those administrative service programs relating to the involvement of volunteers with Rhode Island College and generally consists of (1) advancement communication, (2) friend raising (alumni relations and other individuals), and (3) development. College Advancement organizes and mobilizes persons who have a direct interest in the college.
- C. Advancement programs emanate from the Office of the President so college policies and procedures can be fully implemented. Each advancement program will be directed so that maximum understanding, acceptance, and fulfillment of total institutional needs, as well as college objectives, are achieved.

- D. Staff personnel assigned to any subdivision of the college for alumni or constituent relations work, fundraising activities (see definitions), or advancement-based special events/communication shall be under the management and direction of the vice president for college advancement, unless otherwise determined by the president.
- E. **Scope of Operations** -- Programs under the purview of College Advancement primarily use motivated volunteers.
- F. **Advancement Communication** -- A variety of written, electronic and other media will be used to communicate with specific audiences to achieve coordinated, planned goals for advancing Rhode Island College.
- G. **Friend Raising**
  - 1. Alumni Relations
    - a. Alumni Programs -- Alumni programs form the basis for many activities of institutional support. It should be driven by college strengths in meeting college objectives.
  - 2. Alumni Association -- The college's alumni relations shall have the following purposes:
    - a. To advance the image of Rhode Island College; and
    - b. To serve, upon request of the Office of the President, as a vehicle for accomplishing programs of mutual benefit to the college and RIC alumni.
  - 3. Other Individuals -- The college conducts many educational and service programs involving other than full- and part-time students; given programs are an integral part of the economic, social and cultural life of all Rhode Islanders. For this reason, groups of persons who are not alumni should be involved in College Advancement. These citizens are interested and can be mobilized and utilized to assist the total advancement program.
- I. **Development**
  - 1. All gifts, both individual and corporate (see definitions) are accepted and managed by Rhode Island College Foundation with complete assurance that requests and wishes of donors are fulfilled. Rhode Island College Foundation is the only independent chartered foundation authorized to act on behalf of the college.
  - 2. All development programs will be based on the right of an individual to allocate his or her gift for use to any department, division, or area within the college. Strong, sustaining programs in annual, corporate, planned and special gifts (see definitions) shall be operated under this fundamental principle. Unrestricted gifts shall be managed in the best interests of the college by Rhode Island

College Foundation, the president of the college, or his or her designee, under authority granted by the Rhode Island Board of Governors for Higher Education. The college and foundation reserves the right to reject any proposed gift.

## **II. Advancement Communication**

### **A. College Authority, Organization, and General Policies**

1. Advancement Communication is defined as those which operate in conjunction with advancement programs of friend-raising and development. Such communication includes all communication directed primarily to members of constituent groups, alumni and/or donors to the college and its constituent groups, and communication seeking contributions to the college.
2. The administration of any general college communication policy must recognize the specialized purposes of advancement communication.
3. Advancement communication link the college and thousands of its alumni, donors and friends. Communication must be positive in their approach, effectively written and produced, and well coordinated on both intra-college and inter-college levels to avoid duplication and to achieve college objectives. Campus advancement communication, particularly those directed to and supported by alumni, should reflect the unique qualities of the college and alumni association. Alumni communication financially supported in whole or in part by the alumni association should portray the college in a positive manner.

## **III. Friend Raising**

### **A. College Authority and General Policies**

1. The official alumni and other organization records and mailing lists will be maintained at college expense. The records shall be the property of the Rhode Island College.

### **B. Alumni Relations**

1. By providing records, maintenance, and staff personnel, the college assists the operation and service of alumni and alumni groups.
2. College alumni policies
  - a. An individual will be considered an alumnus of the college:
    - i. Who is a graduate of the college.
    - ii. Who has had an honorary degree conferred upon them by the college.

- iii. Who has been elected to honorary membership in the alumni association by its board of directors.
  - b. There shall be only one independent chartered alumni association for the college. Any school or divisional organizations shall be components of the chartered college alumni association.
- C. **Constituent Organizations** -- Constituent organizations using the name of Rhode Island College, or implying that they are associated with the college, will be chartered by the college and, through the advancement office, will submit annually, for approval, copies of their founding charter. Such charters will specify the objectives of the organization, its structure and its financial arrangements, and requirements for periodic audits. The charter will also include: the name of the organization, the objectives of the association, requirements for membership, dues structure, organizational structure, definition of officers, terms of office and basic responsibilities, financial arrangements, method of amendment and other pertinent information detailing the not-for-profit status of the organization.

#### IV. Development

##### A. General Policies

1. The term "gift" shall apply to any of the following: cash, securities, gifts in kind, real property, inventions, mineral rights, pledges, fractional interests, deferred giving arrangements, and bequests and devises. IRS Section 170 allows an income tax deduction for "... any charitable contribution (as defined in subsection (c)) payment of which is made within the taxable year." Subsection (c) provides that "... the term 'charitable contribution' means a contribution or gift to or for the use of..." certain types of qualified charitable organizations.
2. The policy statements in this document apply to any solicitation effort of individuals, corporations, groups and foundations, which may or may not be related to the college, or any of its schools, divisions, departments or other subdivisions. However, grants (Type I), contracts, and sponsored agreements are specifically exempted, as is the Office of Research and Grants Administration.
3. The Rhode Island Board of Governors for Higher Education, Rhode Island College and the president of the college, under the power delegated by the Board, and Rhode Island College Foundation are the only authorities that can accept gifts or grants on behalf of the college. The receipt of a gift or grant by an employee of the college or foundation does not constitute acceptance and is conditional, pending presidential and/or board acceptance.
4. Use of Lists and other information -- Information concerning individuals, corporations, giving records, occupations, wealth, and/or alumni lists, maintained by the college, are the sole property of Rhode Island College. This type of information is to be considered confidential, for internal use only, and not normally intended for public distribution or use.

5. The college and foundation are legally and morally obligated to adhere to the terms and conditions of every gift (see definitions) accepted. For this reason, college advancement officers, along with business officers, should carefully review and consider the terms and conditions of each gift.

**B. Gifts**

1. Trusts -- The Rhode Island College Foundation may be named as trustee in irrevocable trusts. The foundation is not obligated to accept any such trusts unless the trust instrument has been presented to it, and the provisions thereof are approved by the Rhode Island College Foundation Board of Directors or its designee.
2. Acceptance -- Gifts shall be processed in accordance with stated college and foundation policies. The mechanics of acknowledgment and management of gifts shall be in a manner approved by the president of the college and the executive director of the foundation. Receipt of a gift does not necessarily constitute acceptance. The gift shall be properly evaluated and the terms that accompany the gift shall be reviewed prior to official acceptance by the college or foundation.
3. Reporting Guidelines -- Reporting of gifts shall be in accord with the National Association of College and University Business Officers (NACUBO) guidelines.

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**3. DEFINITIONS**

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<b>Term: Grants (Type I), Contracts, and Sponsored Agreements</b>	<p>Grants, contracts, and sponsored agreements are defined as external funding that comes from a federal funding agency, quasi-federal funding agency, state agency, international agency, foundation, business, corporation, or private individual that:</p> <ol style="list-style-type: none"> <li>1) has an academic focus with a RIC-associated faculty and/or staff member(s) conducting research, implementing a program, and/or undertaking a specific project with deliverables; or</li> <li>2) requires the delivery of a research report that includes but is not limited to results, data, findings, surveys, and financial information; or</li> <li>3) requires specific commitments regarding the levels of personnel efforts and term(s) of funding; or</li> <li>4) involves stipulations regarding data, publications, or intellectual property such as inventions, patents, certain copyrights, or licenses; or</li> <li>5) involves indirect cost funds.</li> </ol>
<b>Term : Gifts, Grants (Type II)</b>	<p>Gifts and grants (Type II) are defined as external funding (and/or donated equipment or goods) that comes from a foundation, business, corporation, or private individual that has no required deliverables such as but not limited to products or services, and cannot carry any obligations involving data, publications, or intellectual property such as</p>

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inventions, patents, certain copyrights, or licenses.

Gifts or grants (Type II) may require, however, fiscal or program reports for accountability purposes. The donor specifically intends the funds to be a charitable gift or deduction as defined by the IRS and as reflected by the absence of deliverables or intellectual property rights as defined in the above paragraph.

Gifts and grants (Type II) typically support endowments, faculty chairs, scholarships, fellowships and naming opportunities. They also support projects related to capital improvements, equipment, technology, and other physical elements that support the general operation of the college.

#### 4. POLICY ENFORCEMENT

How to report violations	Report any infractions to the Vice President for College Advancement
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#### 5. REFERENCE DOCUMENTS

Policy or Document	Web Address
Policy for Responsible Computing	<a href="http://www.ric.edu/administration/pdf/PolicyforResponsibleComputing.pdf">http://www.ric.edu/administration/pdf/PolicyforResponsibleComputing.pdf</a>

#### 6. CONTACTS

Subject	Office or Position	Telephone Number	E-mail
Policy Clarification	Vice President for College Advancement	(401) 456-8105	jsalmo@ric.edu

#### 7. EFFECTIVE DATE

September 1, 2010

#### 8. REVIEW CYCLE

Every five (5) years.