

# Chapter VII.

## External Relations Policies

### Communications

The Director of University Relations is responsible for all university information to be distributed to radio, television and newspapers.

### Collections and Donations

No canvassing, peddling, or soliciting is permitted on the grounds or in the buildings of the university without the written permission of the President. Any canvassing, peddling, or soliciting in violation of this order should be reported at once to the President's Office.

### Grants Policy

#### Mission

The Marshall University Research Corporation (MURC) was incorporated December 14, 1987. The purpose of this 501.C3 non-profit corporation is to foster, support and assist in any research and economic development activities consistent the educational objectives and mission of Marshall University.

In addition, the corporation is responsible for the solicitation, receipt and disbursement of funds for grant and contract awards. It also assists Marshall University with training and educational activities and matters such as public service, scholarship, fellowships, publications and endowments.

To accomplish this mission MURC must:

1. Have the capacity to manage an award and handle the award requirements.
2. Have sufficient legal authority and functional responsibility to perform anticipated award activities.
3. Have sound financial management systems with adequate internal controls, including systems for budgeting, accounting, recordkeeping, reporting, financial control payroll and timekeeping procedures.
4. Have support systems and procedures required to perform the award satisfactorily, such as procurement, property and equipment management, cash management, facilities management, personnel and management control systems to measure and control operations and performance, to adhere effectively to policy, and for general accountability.
5. Keep abreast of changes in policies, procedures and requirements and continue to advise program staff of award requirements.

### Proposal Development

The Research and Contract Development Office helps faculty members in many ways including locating funding agencies; obtaining required guidelines, application kits and forms; provide assistance in completing the forms; and in preparing the budget.

The office also publishes a monthly newsletter which announces upcoming funding opportunities, as well as information about changes in program policy, and ideas about submitting proposals.

A faculty information profile system is maintained to match faculty members with funding opportunities. All faculty members are encouraged to become a member of this data system and to update information regularly.

The office houses a library which contains other sources of possible funding information, and various books, pamphlets and video tapes concerning proposal preparation and grantsmanship. Faculty members are encouraged to visit anytime and use these resources.

The staff conducts workshops on topics such as proposal and budget preparation; identifying funding sources; and internal and external guidelines.

Finally, the Research and Contract Development Office:

1. Reviews, coordinates, and maintains direction over all applications and proposals.
2. Establishes a single point of contact with the funding agencies to better facilitate the processing of proposals.
3. Ensures that the application package is complete and responsive to the program announcement with necessary approvals, required assurances and proper clearances.

### Grant Administration

Once awarded, the Grant Administration Office assumes the administrative responsibilities for the grant. The Grant Resources Associate apprises the principal investigator of the various internal and external policies, procedures and regulations applicable to the award. The office also conducts administrative orientation sessions for principal investigators and their staff.

Upon receipt, a project number is assigned to the funded project. A notice of project award, which contains a synopsis of the administrative and technical requirements of the award, is sent to the principal investigator.

Typical costs to an award include, personnel compensation, travel, equipment, supplies, services and indirect costs. It is important to note that no funds can be obligated

until approved by the grant administration staff. This approval indicates sufficient funds are available and that the obligation is allowable and within approved budgetary categories.

It may be necessary during the project period to request a modification from the funding agency. Areas that may require modifications include:

1. Change in principal investigator
2. Change in scope
3. No-cost time extensions
4. Change in budget
5. Additional funding
6. Other sponsor conditions

All requests to funding agencies must be initiated by the grant administration staff.

Finally, MURC will assist the principal investigator in the actions necessary to have a successful closure of the award.

## Accounting

To ensure that funds are used according to the sponsor's intention, the Marshall University Research Corporation uses a fund accounting system. The fundamental principle in fund

accounting is stewardship: accountability for receipt and use of resources. MURC has a fiduciary responsibility to use the funds according to the stipulated conditions. MURC's fund accounting system permits us to record, classify, summarize and report financial transactions to reflect the purposes for which the funds were established.

MURC performs all accounting activities necessary for the successful operation of an award. Personnel and payroll office ensures that employees are hired in accordance with MURC guidelines and regulations and that they are apprised of available benefits. Purchase and travel orders are promptly processed. Vendors and suppliers are paid within ten days after receipt of a properly submitted invoice. Funding agencies are promptly invoiced to ensure that cash flow is adequately maintained.

Indirect costs are based on the terms and conditions of each award. MURC uses the federally negotiated research rate for all awards. Exceptions to this competitive rate must be negotiated and approved in advance by MURC. Failure to do so may result in non-acceptance of the award. Request for waivers will be considered only if sponsor provides a copy of policy regarding differing rates. A list of indirect cost rates is available upon request.

Finally, principal investigators receive various monthly financial reports which reflect the current status of the awards.

If you wish to schedule training sessions or workshops concerning MURC related activities please contact:

Marshall University Research Corporation  
400 Hal Greer Boulevard  
Suite 212, Gullickson Hall  
Huntington, West Virginia 25755  
(304) 696-6598 FAX (304) 696-6280

## Gift Acceptance

All private fund raising in the name of Marshall

University must follow the gift acceptance policies established by The Marshall University Foundation Inc., a private non-profit corporation for educational purposes, tax exempt under 501(c)3. Gifts, restricted and unrestricted, may be sought from individuals, corporations and foundations solely for purposes and programs which are recognized as fulfilling or enhancing the mission of Marshall University as approved by its President. All gifts are made to The Marshall University Foundation Inc.

Fund raising activities shall follow the guidelines established by the President's Advisory Council on External Relations. Proposals to raise funds for special projects will be coordinated through the Office of Development after receiving approval by the appropriate university vice president. Individuals within all schools, colleges and other areas of the university who request private funding or wish to conduct private fund raising activities must submit a *Marshall University Funding Request Review Form*, available in the Office of Academic Affairs or the Office of Development. This process of communication and approval prevents duplication of effort, confusion to potential donors and enables the university to operate within a unified development plan.

Government grants and contracts are coordinated through the Marshall University Research Corporation, which assists in the grant development process.

## Licensing Program

In 1987 The Marshall University Foundation, Inc. established a program to protect the University's logo and all indicia, marks and symbols associated with the University. These include, but are not limited to: MU, Marshall, Marshall University, the University Seal, Marco, The Herd, Big Green, Thundering Herd, etc.

The logo and indicia are registered with the United States Office of Trademarks and Patents and the West Virginia Secretary of State's Office to protect and enhance Marshall's image and to provide royalties which support scholarships and other University programs. Use of these marks other than on institutional materials and publications is prohibited without prior authorization. All federal and state laws pertaining to trademark and patent infringement apply.

All approved products bearing any Marshall University symbol should be identified by a circular tag reading "Officially Licensed Collegiate Products."

Please contact the office of The Marshall University Foundation, Inc. at 696-2828 for additional information.

## Use of University Name and Stationery

Whenever representing Marshall in an official capacity, staff members will use the name of the university and will use Marshall stationery for official correspondence. The university does not wish to become involved in actions with which it is not connected officially. Thus Marshall does not permit the use of its name or the university title of any of its employees in any announcement, advertisement, publications, or report, if such use in any way implies university endorsement of any product or service.

## Political Activities

It is consistent with the interests of the university that members of the staff be permitted to participate in the political and governmental activities of the community, under conditions which assure that the university will not become directly involved in any political activities or suffer from undue diversion of the interests of its employees. Therefore, the following considerations govern political activity.

No employee may use or attempt to use his official authority or position in the university directly or indirectly:

1. To affect the nomination or election of any candidate for any political office.
2. To affect the voting or legal political affiliation of any other employee of the university or any student.
3. To cause any other university employee or student to contribute time and money, whether as payment, loan, or gift, to support a political organization or cause.

University employees may not engage in political activity while on university property, while on duty for the university, or while traveling on behalf of the university. "Political activity" is defined as active participation in political management or in political campaigns or knowingly attempting to use official position or influence to promote the success or defeat of a political party or candidate in an election.

## Fund Raising

All fund raising in the name of Marshall University should be coordinated through the Marshall University Office of Development and, if at all possible, funds should be channeled through The Marshall University Foundation, Inc. This coordination prevents duplication of action on the part of university staff and it also points out to our constituent friends that the university does have an overall university development plan.

It is to the advantage of the university's total development program that all requests for funds from any particular university constituent be coordinated through the Office of Development (696-6440).

## Graphics Standards

The Marshall University symbol generally depicts the State of West Virginia flanked on the left by a stylized letter "M" and on the right by a matching letter "U", together signifying the institution's proud role as a state university of West Virginia.

It is the intent of the university to achieve a standardized graphic appearance to help make a greater impact on the people it serves and to help bind together its many constituencies.

The symbol is to appear on all institutional materials and publications. It may be used in conjunction with other identifying marks of the university if it remains dominant. Authorization of such use must be obtained from the University President or his/her designee.

This manual details varying approved applications for the university logo. Other uses or modifications are prohibited by law without the written consent of the University President or his/her designee. Most commercial and certain other uses require issuance of a license by the university. Please contact the Office of Publications for further information.

The logo is designed for graphic applications.

The university Seal is reserved for legal applications, diplomas and certificates. The Seal is not a graphic communication mark and is not to be used in that manner.

## Telephones

The Marshall University community is provided telephone services using AT&T Definity G3 PBX. The PBX provides a high level of service with no busy conditions on either incoming or outgoing calls. The university wiring network provides desktop voice and data connections throughout the university both on-campus and off-campus sites. All faculty, staff, and on-campus students have a full range of services including individual telephones, personal security codes for national and international dialing, call forwarding, abbreviated dialing, call transfer, party hold, call conferencing, and caller identification. To aid in single call communications, all faculty and staff have voice mail, and students have call waiting services.

The University provides direct inward and outward dialing which allows 24 hours calling from all university telephones. All departments have access to automated attendants, and individual faculty and staff have message broadcast capability. Faculty and staff also have call forwarding (including remote forwarding) as well as remote access to university facilities and voice mail, including outcalling and paging for messaging.

University-wide FAX services are provided for student and faculty in the telecommunications office and the university mail room. FAX services are provided by various departments throughout the campus. The University provides 24 hour dial-up lines for faculty, staff, and student computer account holders who have need for remote access to data.