

**SECTION 4: EXTERNAL RELATIONS**

**4.1 DONATIONS, FUNDRAISING, AND GRANT WRITING**

A donation is an unsolicited gift (money, equipment, software, etc.) to the University or some program or project within the University. Fundraising is the process of soliciting gifts to the University or some program or project within the University. Grant writing is a type of fundraising where a written application in some form is submitted in the solicitation process. Faculty members should seek approval through all the appropriate channels (department head, dean of each affected area, and the Provost) and from the Office of University Advancement before any type of fundraising activity is undertaken. Acceptance of a donation and any fundraising activity should be coordinated at all steps from idea to initial contact with funding source to full scale proposal with the Office of University Advancement. This coordination is for the following purposes:

- A. To insure that no duplication or proliferation of effort is occurring. Some possible funding sources might be offended by multiple requests from the same institution for funds.
- B. To facilitate the fundraising effort. It is the responsibility of the University Advancement Office to raise funds. This office has developed effective strategies and is able to provide advice for such efforts.
- C. To insure funding sources are appropriate for Southwest Baptist University. Since SBU is a private university, supported mainly by private funds, any governmental grant program could be questionable. Some private funds also might be inappropriate for SBU to accept (i.e., a donation from the liquor or tobacco industry).
- D. To insure that SBU is willing to abide by the conditions (providing matching funds, use of facilities, use of personnel), if any, accompanying the gift.
- E. To insure the gift is processed correctly. The donor gets a receipt for the gift, appropriate gratitude is expressed for the funds, and information concerning the donor is kept on file for future reference.

For further information on the specifics of fundraising and grants see Section 8 of the Policy and Procedure Manual.

**4.2 UNIVERSITY PUBLICATIONS**

University publications consist of two types: policy documents and information brochures.

**4.2.1 Policy Documents**

**4.2.1.1 SBU Catalog**

The university Catalog contains the objectives of the University, the programs of study, the admission and graduation requirements, and other information about student life. The Catalog is a description and official register of SBU and is be considered a working agreement between a student and the University.

The university Catalog is distributed in the spring of each year. Department Chairs and Deans prepare their sections of the Catalog in the fall and forward them to the Provost. Opportunity is given to review the changes before its publication.

4.2.1.2 SBU Policy and Procedure Manual

This manual contains the general administrative policies and procedures that govern most of the operations of the University. This document was written and is maintained by the Vice-President for Administration. Copies of this document may be found in the Provost's Office, each vice-president's office, the University Library, and the dean's office of each academic college.

4.2.1.3 SBU Employee Handbook

The Employee Handbook contains the policies and procedures concerning the working relationship between all employees (faculty and staff) and the University. The Handbook is an abstract, containing only the pertinent portions of the SBU Policy and Procedure Manual. Issues not discussed in the Employee Handbook are covered in this manual. Every new employee is given a copy of this handbook by his or her immediate supervisor.

4.2.1.4 SBU Faculty Handbook and Guidelines

This document consists of two parts: the Handbook, containing academic policies, and the Guidelines, containing procedures and information necessary for fulfilling faculty duties. New faculty are given a copy by their dean, and they must return it upon the termination of employment.

The handbook portion prescribes the conditions of employment for all members of the faculty. Since this document is the contractual agreement between the University and faculty, faculty are responsible for knowledge of and compliance with its contents.

The guidelines portion is meant to expedite the detailed, day-to-day duties of the faculty. It contains the procedures for implementing the policies of the handbook and other pertinent information.

4.2.1.5 SBU Student Handbook

The Student Handbook contains the policies that govern most aspects of the student's life on campus. The Handbook is revised and produced annually by the Office of Student Life. Faculty are usually given a copy at the beginning of the academic year.

4.2.2 Information Brochures [2004]

4.2.2.1 The Mozarkian

This publication is the university yearbook, published by a student staff under the supervision of a sponsor. Faculty are contacted for the opportunity of purchase.

4.2.2.2 SBU Life [2004]

SBU Life is published in January, March, May, July, September and November and is distributed free for alumni, parents and friends of Southwest Baptist University by the Office of Public Relations.

4.2.2.3 The Omnibus [2004]

This publication is the official student newspaper.

4.3 **PUBLIC RELATIONS DEPARTMENT** [2004]

The accomplishments of faculty, staff and students are important to the internal and external image of the University. The Public Relations Department will make every attempt to disseminate information about those accomplishments in a timely manner through the appropriate communications channels.

Faculty achievements might include presentations of major papers or speeches at regional, national or international seminars related to the faculty member's academic discipline; participation as a program leader in a regional, national or international event related to the faculty member's academic discipline; completion of a book or other major work related to the faculty member's academic discipline; completion of a degree or professional accreditation; election as an officer in a professional organization related to the faculty member's academic discipline; accomplishments or activities of a student organization for which the faculty member has direct responsibility.

Timeliness of news is important to its impact. Information for stories in advance of an event must be provided to the Public Relations Department a minimum of two weeks in advance of the event date. Information for follow up stories must be submitted to the Public Relations Department no later than three days after the conclusion of the event.

The Public Relations Department will make the final determination of the communication channels appropriate for dissemination of each item. The university's quarterly news publication shall be the primary channel for dissemination of news about faculty achievements.

All university news is to be channeled through the university's Public Relations Department. Faculty members from time to time may be requested to serve as resource persons on a particular topic as requested by external media outlets.

The Public Relations Department also coordinates a university speakers bureau, and faculty members are encouraged to participate in the speakers bureau in areas of their interest and expertise. Faculty members may contact the Public Relations Department or express their interest when notified of the periodic updates of the speakers bureau files.

4.4 **POLITICAL ACTIVITY BY FACULTY**

Faculty members are encouraged to participate in political activity--in endorsing candidates, promoting social concerns, and running for local office. As citizens living in a democratic society and as concerned Christians, faculty should be positive change agents in the community.

4.4.1 Restrictions

While the University affirms the right and duty of the individual faculty member, faculty must remember they also represent the University. Clearly, faculty opinions are their own; however, many in the community do not make this distinction. Hence, caution and discretion are necessary. For example, a letter to the local newspaper editor should probably be signed with a only a personal name and not the title of the SBU employee. Faculty involvement should not cause the University to be identified with any particular political party or political issue.

A faculty member should carefully weigh any personal involvement in politics. Maintaining good job performance at the University is almost impossible with the time constraints demanded

by some political activities. For example, running for state or congressional office would warrant a leave of absence without pay, but holding local office might not.

Telephone equipment, secretarial services, and inner office mail are resources for conducting business and activities for the benefit of SBU. As such, these resources must not be used for political purposes.

With regard to academic freedom, classroom lectures may debate social issues and evaluate political institutions and processes, but the endorsement and promotion of specific candidates are discouraged.

4.4.2 Rights and Responsibilities

It is not only the right but also the responsibility of Christians to be involved in improving the community, but such involvement should not utilize university resources, nor identify the University with some political agenda, nor be so extensive that faculty job performance suffers.