

DEPARTMENT OF NATURAL RESOURCES

Administrative Policy No.: 13

EFFECTIVE DATE: MAY 1, 2015

SUBJECT: PROMOTIONAL ITEMS

AUTHORIZATION: STEPHEN CHUSTZ, SECRETARY

I. POLICY

The Department of Natural Resources (DNR) may purchase and distribute promotional items that increase the public's awareness of conservation, coastal management, mineral resources, energy conservation and all other departmental educational outreach efforts and initiatives. The Undersecretary, on behalf of the Secretary, is responsible for the review and approval of promotional items purchased and distributed by the Department.

II. PURPOSE

This policy serves to provide consistency and coordination in the purchase and distribution of promotional items, and allows the Office of the Secretary to have knowledge of and maintain an inventory checklist of materials associated with outreach and public information efforts.

III. APPLICABILITY

This policy applies to all offices and divisions of the Department.

IV. PROCEDURE

1. The Undersecretary is responsible for the review and approval of all purchase requests for promotional items. Such requests must identify the type and number of items to be purchased, and the date the item was last purchased. Requests for the purchase of promotional items will not be processed without the Undersecretary's signature.
2. Promotional items will be inventoried by the Public Information Officer. Distribution of promotional items will be reported by email or in writing to the Public Information Officer and include the name, date and location of the event, targeted audience and type and number of the promotional item(s) distributed.

3. Requests to distribute in excess of 50 promotional items for a single event must be approved in writing by the Undersecretary.

V. RESPONSIBILITY

The Assistant Secretary (or designee) of each Office is responsible for the uniform application of this policy.

VI. EXCEPTIONS

Exceptions to this policy may be granted, in writing, by the Undersecretary.

VII. QUESTIONS

Questions regarding this policy should be addressed to the Undersecretary.



STEPHEN CHUSTZ, SECRETARY


DATE

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