

FERRIS STATE UNIVERSITY

Schedule 2003.077- Associate Vice President for University Advancement/Marketing

N.b. If departments are unable to retain records for the length of time set out in this general record schedule due to space constraints, consult the University's Archivist for assistance and storage at the Record Center.

Item No	Record Series, Title and Description	Department Retention	Records Center Retention	University Archives
1	Accounting Records. Includes accounts receivable reports, departmental billing records, monthly income statements, requisitions, purchase orders with check documentation, POWCs, purchase order logs and other documentation. All of the official departmental copies are maintained by the Vice-President for University Advancement's office. Do not need to certify destruction.	CR+1 Destroy		
2	Budget Records. These files are maintained for budget planning and allocation purposes for each division.	CR+5		Yes
3	Correspondence Records. Correspondence detailing the activities of the department.	CR+5		Yes
4	Marketing Notebook Records. Notebooks consisting of samples of brochures, postcards, letters, etc.	CR+10		Yes
5	Marketing Records. Records documenting marketing projects including background for articles, proposals, research files, request for proposals and other information. Also includes design samples.	CR+5		Yes
6	Personnel and Payroll Records. These records are files maintained by departments regarding employees and student employees within each department. These generally include copies of Employee Assignment Action forms (EAA's), performance evaluations, Intent to Hire forms, Drug Free Workplace letters, excused absence forms, recap time sheets, and other copies of similar records. All of the official departmental copies are maintained by the Vice-President for University Advancement's office. Do not need to certify destruction.	ACT Destroy		
7	Policies and Procedures Records. Policies and procedures created by the University Advancement division including: committee rosters, graphic standards, historical summaries, mission statements, strategic planning files and structural data or restructuring records. Records become inactive when superceded.	ACT+5		Yes
8	Project Records. Records documenting marketing projects including proposals, minutes, team lists,	ACT+5		Yes

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	purposes and results.			
9	Survey Records. Surveys used for marketing purposes including focus groups, questionnaires and other methods.	CR+5		Yes
10	University Subject Files. These records are used to document the office's involvement and knowledge of the activities of the university. Divided departmentally or by project, a subject file typically includes correspondence, consultations, evaluations, marketing research, notes, organizational information, policies, procedures, planning records, procedures, publications, reports, staff meeting agendas and minutes.	ACT+7		Yes

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Key:

ACT = Active
 CR = Creation
 SUP = Retain Until Superseded
 CY = Calendar Year (current)
 ID = Immediate Disposal
 FY = Fiscal Year (current)
 PM = Permanent
 y = year(s)