



University Administrative Policies  
 Policy Name: **Gift Card Policy**  
 Web Link: <http://www.salemstate.edu/policies/>

<b>Responsible Office:</b> Finance and Business <b>Responsible Official:</b> Vice President for Finance and Business	<b>Originator of the Policy:</b> AVP, Business Affairs <b>Origination Date:</b> 5/10/16	<b>Effective Date:</b> 5/10/16 <b>Revision History:</b>
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**1. RATIONALE**

The purpose of this policy is to provide for necessary and reasonable awards or incentives to be processed while adhering to internal control and tax accountability requirements. Due to risks of fraud, waste, and abuse, this policy also confirms that external gift cards/certificates may not be purchased using university funds.

**2. STATEMENT OF POLICY**

Salem State University hereby prohibits the purchase and use of external gift cards and/or gift certificates through any vehicle including university ProCards. If purchases of gift awards are appropriate and necessary they should be processed through the University ClipperCard system or, for external populations, as tangible items as further described below.

**3. SCOPE**

The scope of this policy can be broken down into those persons “affiliated” with the university and those that are “non- affiliated”.

For purposes of this policy “affiliated” refers to SSU faculty and staff (full or part-time), students, and contracted employees. “Non-affiliated” refers to others outside the direct jurisdiction of the university to include vendors, alumni, agencies of the commonwealth and all other outside parties.

For “affiliated recipients”, the policy is that such awards be processed and applied to student or employee ClipperCard accounts only. No external gift cards or certificates are allowed. For “non-affiliated recipients”, the policy is a small “tangible gift” is allowable although limited to no more than \$25.

#### 4. FISCAL CONSIDERATIONS

	<b>Direct Costs/Savings/ Revenue Generation</b>	<b>Indirect Costs/Savings/ Revenue Generation</b>
<b>Initial Implementation</b>	None	None
<b>Ongoing</b>	None	None

#### 5. DEFINITIONS

Gift Card or Certificate	A gift card (or certificate) is a prepaid stored-value card usually issued by a retailer or bank to be used as an alternative to cash for purchases within a particular store or related businesses.
Affiliated recipients	Salem State University faculty and staff (full or part-time), students and contracted employees.
Non-affiliated recipients	Individuals or entities outside the direct jurisdiction of the University including but not limited to vendors, alumni, agencies of the Commonwealth, and all other outside parties.
Tangible Gifts	Personal property of a physical nature that typically is not negotiated as a cash or cash equivalent transaction.

#### 6. RESPONSIBILITIES

<b>Responsible Party</b>	<b>List of Responsibilities</b>
Recipient Requestor Authorizer Purchasing Director	1. Person who receives the ClipperCash gift award. 2. Staff or group member who submits request to award gift. 3. Dept. personnel charged with budget responsibility for charge. 4. To review ProCards for any purchases of gift cards.
ClipperCard Manager	5. To keep records and report to Finance all ClipperCard gifts for tax and reporting purposes.
Payroll Manager	6. To take all necessary actions to effect taxable income and reporting to appropriate authorities.
Accounting Manager	7. Coordinate with accounting staff to properly charge the requestor's Chartfield.

#### 7. PROCEDURES

<b>Task</b>	<b>Procedure</b>
Complete ClipperCard Award Deposit form	1. Refer to "ClipperCard Award Deposit" procedure located on Polaris.

### 8. POLICY ENFORCEMENT

Violation(s)	It shall be a violation of this policy to buy external gift cards to disburse to any Salem State University employee or student.
Potential consequences	Loss of ProCard if purchased with a ProCard or non-reimbursement if purchased from other sources.
How to report	Contact designated policy officer.

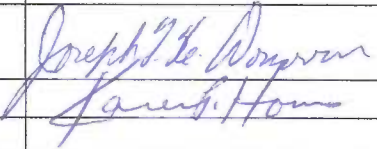
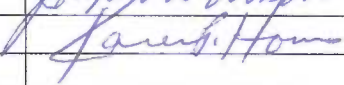
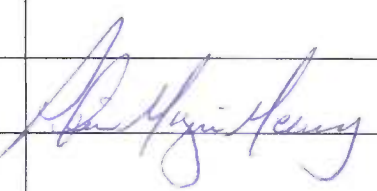
### 9. REFERENCE DOCUMENTS

<b>Policy or Document</b>	<b>Reference Number or Web Address</b>
Salemstate.edu/policies	<a href="http://www.salemstate.edu/policies">http://www.salemstate.edu/policies</a>
I.R.S Regulation Commonwealth Operational Service Division Procedures	Section 3403, 3101 and 3012 (b) of IRS code\ Commonwealth Procurement Card Program polices <a href="http://www.mass.gov/OSD">http://www.mass.gov/OSD</a>

### 10. CONTACT(S)

Subject	Office or Position	Telephone Number	Email
Policy Clarification	Joseph F.X. Donovan, AVP, Business Affairs	978.542.6561	jdonovan@salemstate.edu

### 11. APPROVALS/ENDORSEMENT/NOTICE REQUIRED

Level	Title & Name	Signature	Date
Chair or Director of Department or Office	n/a (see AVP and VP)		
Dean or Associate Vice President	Joseph F. X. Donovan		4/29/16
Vice President	Karen P. House		5/10/16
P.E.C. Initial Review	Complete		2/29/16
P.E.C. Final Review			
All College Committee	N/A		
President	Patricia Maguire Meservey		5/10/16
Board of Trustees (notice)	N/A		

### 12. EFFECTIVE DATE

Upon approval by President

### 13. DISSEMINATION

Electronic to faculty and staff

### 14. REVIEW CYCLE

Initial review after 12 months and bi-annually thereafter