

THE CALIFORNIA STATE UNIVERSITY
OFFICE OF THE CHANCELLOR



BAKERSFIELD

February 13, 2008

CHANNEL ISLANDS

CHICO

MEMORANDUM

DOMINGUEZ HILLS

EAST BAY

TO: CSU Presidents

FRESNO

FROM: Charles B. Reed
Chancellor

FULLERTON

SUBJECT: Annual Disclosure of Exclusive Arrangements for On-Campus Credit Card Marketing — Executive Order No. 1029

HUMBOLDT

LONG BEACH

LOS ANGELES

Attached is a copy of Executive Order No. 1029 relating to the annual obligation of CSU campuses to disclose to the public any exclusive arrangements with banks or other commercial entities to engage in on-campus marketing of credit cards to students in public campus areas.

MARITIME ACADEMY

MONTEREY BAY

In accordance with policy of the California State University, the campus president has the responsibility for implementing executive orders where applicable and for maintaining the campus repository and index for all executive orders.

NORTHRIDGE

If you have questions regarding this executive order, please call Gale Baker at 562-951-4500.

POMONA

SACRAMENTO

CBR/pg

SAN BERNARDINO

Attachment

SAN DIEGO

c: Executive Staff, Office of the Chancellor
Ms. Gale Baker
Mr. Allison Jones

SAN FRANCISCO

SAN JOSÉ

SAN LUIS OBISPO

SAN MARCOS

SONOMA

STANISLAUS

THE CALIFORNIA STATE UNIVERSITY
Office of the Chancellor
401 Golden Shore
Long Beach, California 90802-4210
(562) 951-4500

Executive Order: 1029

Effective Date: January 1, 2008

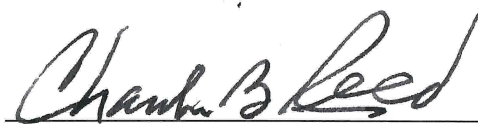
Supersedes: Not Applicable

Title: Annual Disclosure Requirement of Exclusive Arrangements for On-Campus Credit Card Marketing

Effective January 1, 2008, Education Code section 99040 requires, among other things, that every CSU campus annually:

Disclose all exclusive arrangements, excluding proprietary information, with banks or other commercial entities to engage in on-campus marketing of credit cards to students through solicitation activities in public campus areas . . .

Each campus is directed to take appropriate steps to place this information on the campus website or otherwise ensure annual disclosure to the public.



Charles B. Reed, Chancellor

Dated: February 13, 2008