

1.0 PURPOSE

The sale of services to faculty, staff, and students which are for the convenience of and in support of the broad educational mission of the College is distinctly different from sales to persons or organizations external to the College. Therefore, different criteria to evaluate requests for such programs are appropriate.

2.0 SCOPE

2.1 Criteria for Sales to Campus Community Members

Each of the following criteria shall be used in assessing the validity of providing a good or service to members of the campus community:

- a. The good or service is substantially and directly related to the College's instructional or service mission.
- b. Provision of the good or service on campus represents a special convenience to and supports the campus community or facilitates the extracurricular, public service, or residential life of the campus community.
- c. The price or fee for the goods or services is established at such a level as to account for full costs, including College overhead.
- d. Procedures are in place for ensuring that the service is provided only to members of the campus holding valid identification and invited guests.

2.2 Criteria for Sales to External Community

The College shall not engage in any sales activities solely for the purpose of raising revenue to support an educational or public service activity if the activity is not directly and substantially related to the educational program or student life.

Each of the following criteria shall be used in assessing the validity of providing goods or services to the external community:

- a. The activity represents a resource which is directly related to the College's mission, which is not commonly available or otherwise easily accessible, and for which there is a demand from the external community.

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- b. The price or fee is established to account for the full costs of the goods or services, including College overhead. The price of such items in the private marketplace shall be taken into account in establishing the price or fee.

3.0 DEFINITIONS

4.0 PROCESS

4.1 Review and Approval Procedures

Approval for the sale of any goods or services not excluded from this policy shall be vested in the Vice President for Finance and Administration. Before any sales project may be implemented, the department proposing the project shall provide to the appropriate Dean/Vice President a request setting forth all pertinent information about the sales plan, and justification for such program addressing the elements of this policy and stated evaluation criteria. The Dean or Vice President shall, if he/she approves the project, send the request to the Vice President for Finance and Administration who will notify the Business Office of said approval as a condition to the creation of a revenue budget, and provide the Business Office with copies of the documentation supporting the request.

Each category of goods or services sold is to be considered individually so as to avoid the unplanned expansion of any sales program. All new categories of sales shall be justified to and reviewed by the Vice President for Finance and Administration in accord with this policy.

4.2 Oversight

The President shall appoint a committee to be available to:

- a. Resolve matters concerning the internal application of this policy. It is the role of the Business Office to review requests from Deans/Vice Presidents to establish revenue budgets. Should the Vice President for Finance and Administration believe that the request is inconsistent with this Policy, s/he shall refer the matter to the appointed committee for final decision.
- b. Address questions from members of the external community about specific sales programs.

- c. Because sales of goods or services to other governmental agencies involve college-wide considerations, the Vice President for Finance and Administration shall review all proposed sales to other governmental agencies.

4.3 Review of Existing Programs

As this policy is new, all current sales programs shall be evaluated by the appropriate Dean/Vice President, following the procedure for initial review and approval stated above, not later than six months after the effective date of the adoption of this policy.