

POLICY

THE PRIMARY MISSION OF SHORELINE COMMUNITY COLLEGE IS EDUCATION. A SECONDARY, BUT IMPORTANT MISSION IS TO PROVIDE PUBLIC SERVICE. IN CARRYING OUT THESE MISSIONS, IT IS OFTEN NECESSARY FOR THE COLLEGE TO PROVIDE GOODS, SERVICES, OR FACILITIES FOR FEES WHICH ENHANCE, PROMOTE, OR SUPPORT ITS EDUCATIONAL OR PUBLIC SERVICE FUNCTION. AT THE SAME TIME, THE COLLEGE MUST BE MINDFUL THAT WHEN IT PROVIDES GOODS AND SERVICES OR FACILITIES FOR FEES, IT MAY BE COMPETING WITH LOCAL PRIVATE BUSINESSES.

THIS POLICY HAS BEEN DEVELOPED TO DEFINE THE LEGITIMATE PURPOSES UNDER WHICH SALES OF GOODS, SERVICES, AND FACILITIES FOR FEES MAY BE APPROVED, AND TO ESTABLISH A MECHANISM TO REVIEW SUCH SALES. RECOGNIZING THAT THE PRIMARY MISSION OF THE COLLEGE IS TO PROVIDE INSTRUCTION, THIS POLICY SHALL NOT APPLY TO CHARGES FOR INSTRUCTION IN ITS REGULAR, EVENING, OR CONTINUING EDUCATION PROGRAMS; SERVICES FOR FEES IN ITS EXTRA-CURRICULAR, FOOD SERVICES, ATHLETIC, RECREATIONAL, OR PERFORMING ARTS PROGRAMS.

THE COLLEGE MAY ENGAGE IN THE DIRECT SALE OF GOODS AND SERVICES OR RENTAL OF FACILITIES TO INDIVIDUALS, GROUPS, OR EXTERNAL AGENCIES FOR FEES ONLY WHEN THOSE SERVICES, GOODS, OR FACILITIES ARE DIRECTLY AND SUBSTANTIALLY RELATED TO THE EDUCATIONAL OR PUBLIC SERVICES MISSION OF THE COLLEGE. CHARGES FOR SUCH SHALL BE DETERMINED TAKING INTO ACCOUNT THEIR FULL COST, INCLUDING COLLEGE OVERHEAD, AS WELL AS THE COMPETITIVE PRICE OF SUCH ITEMS IN THE LOCAL COMMUNITY.

THE DIRECT SALE OF GOODS, SERVICES, OR RENTAL OF FACILITIES TO CAMPUS COMMUNITY COLLEGE MEMBERS WHICH IS FOR THE CONVENIENCE OF AND IN SUPPORT OF THE BOARD EDUCATIONAL MISSION OF THE COLLEGE IS DISTINCTLY DIFFERENT FROM SALES TO INDIVIDUALS OR ORGANIZATIONS EXTERNAL TO THE COLLEGE. THEREFORE, DIFFERENT CRITERIA HAVE BEEN ESTABLISHED TO EVALUATE REQUESTS FOR SUCH SALES PROGRAMS.

Approved by:
Board of Trustees 11/20/87

Procedural Guidelines

1. Approval for the direct sale of any goods, services, or rental of facility covered by this policy shall be vested in the vice presidents for the units under their authority. Before any sales project may be implemented, the unit proposing the project shall provide to the appropriate vice president a request setting forth all pertinent information about sales plan, and justification for such program addressing the elements of this policy and the stated evaluation criteria. The vice president shall, if he/she approves the project, notify the budget office of said approval as a condition to the creation of a revenue budget, and provide the budget office with copies of the documentation supporting the request.

Each category of goods, services, or facility 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 appropriate vice president in accord with this policy.

2. The Vice President for Business is designated as the officer who shall be available to:
 - a. Resolve matters concerning the internal application of the Policy. It is the role of the budget office to review requests from vice presidents to establish revenue budgets. Should the budget office believe that the request is inconsistent with the Policy, it shall refer the matter to the Vice President for Business for final decision.
 - b. Address questions from members of the external community about specific sales programs.
 - c. Review all proposed sales to other governmental agencies.
3. All current sales programs shall be evaluated by the vice presidents, 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.
4. In assessing the validity of providing the sales of goods, services, or facilities to members of the campus community, the appropriate vice-president shall consider the following criteria:
 - a. The goods, services, or facilities are substantially and directly related to the College's instructional or public service mission.

- b. Provision of the goods, services, or facilities on campus represents a special convenience to and supports the campus community, or facilitates extracurricular, public service, or other campus activities.
 - c. Fees charged for the goods, services, or facilities shall take into account the full costs (direct and indirect), including College overhead.
 - d. Provide reasonable assurance that the goods, services, or facilities are provided only to persons who are students, potential students, faculty, staff, patients, or invited guests.
5. In assessing the validity of providing the sale of goods, services, or facilities to the community external to the campus, the appropriate vice-president shall consider the following criteria:
- a. The goods, service, or facility represents a resource which is not commonly available or otherwise easily accessible, and for which there is a demand from the external community.
 - b. The price or fee for goods, service, or facility is established to account for the full cost of the goods, service, or facility including College overhead. The price of such items in the private marketplace shall be taken into account in establishing the price or fee.

Approved by:
College Cabinet 10/13/87