

Multnomah Education Service District

Code: **IFAA-AR(2)**
Revised/Reviewed: 2/11/11

Checklist for Approval to Sell an MESD Product

General Information

Product Name/Title of Publication: _____
 Edition: 1st 2nd 3rd Other: _____
 Author: _____
 Edited by: _____
 Revised by: _____
 Introduction by: _____
 Illustrations by: _____
 Number of pages: _____
 ISBN: _____

Narrative Summary of Product (50-250 words): Attach to Checklist

Policy Issues

1. What is the need for this product? _____
2. Will the sale of the product erode the ability of MESD to provide products/services to the component local districts?
 Yes No
3. What benefit accrues to MESD as a result of such sale of a product? _____

Legal

1. Has this product been reviewed by General Counsel? Yes No
2. Has copyright been registered? Yes No
3. Has permission been received in writing from other parties to use copyright material? Yes No
4. Does permission to use copyright material require acknowledgment in production? Yes No

Estimated Costs

Calculate estimated costs:	Minimum order of [__] units	Likely order of [__] units
Supplies and materials:	\$ _____	\$ _____
Graphics, printing and binding	\$ _____	\$ _____
Internal staff labor:	\$ _____	\$ _____
Contracted external labor:	\$ _____	\$ _____
Hotline support costs:	\$ _____	\$ _____
Royalties:	\$ _____	\$ _____
3rd party warehousing:	\$ _____	\$ _____
3rd party sales/distributing:	\$ _____	\$ _____
Advertising:	\$ _____	\$ _____
Shipping:	\$ _____	\$ _____
Other	\$ _____	\$ _____
Other	\$ _____	\$ _____
Subtotal	\$ _____	\$ _____
10% admin. overhead costs:	\$ _____	\$ _____
TOTAL	\$ _____	\$ _____

Funding

1. What is the funding source of product?
 - Resolution Dollars
 - Contracted Sales
 - Grants
 - Other _____
2. What are the dollars spent to date? \$ _____
3. What are the revenues generated to date? \$ _____
4. What funds from corporations or other organizations are available to underwrite the development and production of this product?
 - None
 - Unknown
 - Funds are available from: _____ \$ _____
5. Account code for revenues/expenses: _____

Competition Prices (Obtain 3, if possible)

1. Like product: _____
Similarities: _____
Differences: _____
List price: \$ _____
2. Like product: _____
Similarities: _____
Differences: _____
List price: \$ _____
3. Like product: _____
Similarities: _____
Differences: _____
List price: \$ _____

MARKETING

1. Unit Cost: \$ _____
2. Recommended Unit Sale Price
 - (a) Local Service Plan Customers: \$ _____
 - (b) Non-Local Service Plan Customers: \$ _____
3. What is the market target group:
 - MESD
 - Constituent local school district
 - Other, specify: _____

4. What is the market geographic area:
 - Local metropolitan
 - State
 - Western US
 - Nationwide
5. Testimonial: _____

6. Testimonial/Recommendation by: _____
Name Title

7. Any other special features: (i.e. part of a series; full color; text and photographs; foldout map):

8. Will this product be promoted by a workshop? Yes No

If yes, explain: _____

Other

Timeline for finished product: ____/____/____

Attach draft or final product to checklist Yes No

Approvals

Submitted by: _____
Name Program

Approved by Department Director: _____

Approved by Superintendent: _____