

Multnomah Education Service District

Code: **IFAA-AR**
Adopted: 5/23/94
Orig. Code(s): 5341-1; 5342.1

MESD Development/Owned Products

- A. Products provided to component districts shall have a higher priority than providing products to other organizations or individuals.
- B. The Superintendent shall appoint a Product Sales Review Committee to approve the sale of MESD products consistent with applicable Board policies and administrative regulations.
- C. Distribution of product sales responsibilities:
 - 1. A request for approval for proceeding with the sale of proposed products will be submitted to the Product Sales Review Committee by using the "Checklist for Approval to Sell a Product to Other Organizations" unless an exception has been made by the committee;
 - 2. Revenues and expenses will be accounted for in separate program accounts as assigned by Business Services;
 - 3. Unless approved by the Superintendent, 80% of all product gross sales revenue will be credited to the appropriate program budget. The remaining 20% will be credited to an MESD-wide program account;
 - 4. The department director will maintain an accurate accounting of each product's expenses and revenues. Revenue and expense reports shall be submitted to the Product Sales Review Committee and Superintendent annually, and as requested;
 - 5. Product sales and expenses that can be anticipated and/or approved for the following fiscal year will be budgeted for in the budget process by the department director to establish the authorization to spend;
 - 6. If a supplemental budget is necessary, the resolution will be drafted by the department director and submitted to the Director of Business Services;
 - 7. Orders for printed materials will be directed through a centralized position.

CHECKLIST FOR APPROVAL TO SELL A 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: _____ (Call Pam Crawford at Ext. 1501 to obtain ISBN# & for further assistance)
 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 constituent local districts?
 Yes No
3. What benefit accrues to MESD as a result of such sale of a product? _____

LEGAL

Has this product been reviewed by General Counsel? Yes No
 Has copyright been registered? Yes No (Call Pam Crawford at Ext. 1501 for assistance)
 Has permission been received in writing from other parties to use copyright material? Yes No
 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 & materials:	\$ _____	\$ _____
Graphics, printing & binding	\$ _____	\$ _____
Internal staff labor:	\$ _____	\$ _____
Contracted external labor:	\$ _____	\$ _____
Hotline support costs:	\$ _____	\$ _____
Royalties:	\$ _____	\$ _____
3rd party warehousing:	\$ _____	\$ _____
3rd party sales/distributing:	\$ _____	\$ _____
Advertising:	\$ _____	\$ _____
Shipping:	\$ _____	\$ _____
Other	\$ _____	\$ _____
Other	\$ _____	\$ _____
Subtotal	\$ _____	\$ _____
20% admin.overhead costs: \$	\$ _____	\$ _____
TOTAL	\$ _____	\$ _____

FUNDING

What is funding source of product?
 Resolution Contracted Sales Grants Other _____
 What are the dollars spent to date? \$ _____ What are the revenues generated to date? \$ _____

 What funds from corporations or other organizations are available to underwrite the development and production of this product?
 None Unknown Funds are available from: _____ \$ _____
 Account code for revenues/expenses:

COMPETITION

PRICES:

Competition Prices: (Obtain 3, if possible)

a) Like product: _____
Similarities: _____
Differences: _____
List price: \$ _____

b) Like product: _____
Similarities: _____
Differences: _____
List price: \$ _____

c) Like product: _____
Similarities: _____
Differences: _____
List price: \$ _____

MARKETING

Unit Cost: \$ _____

Recommended Unit Sales Price \$ (a) Local Service Plan Customers: \$ _____

(b) Non-Local Service Plan Customers: \$ _____

What is the market target group: MESD
 Constituent local school district
 Other, specify:

What is the market geographic area?:
 Local metropolitan State Western US Nationwide

Testimonial: " _____

Testimonial/Recommendation by: _____
Name Title

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

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)

APPROVALS

Submitted by: _____
Name Program

Approved by Cabinet Member: _____

Approved by Product Sales Committee Chair: _____