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TITLE:	Commercial Activities
NUMBER:	222 (Replaces 1070)
APPROVED BY BOARD OF TRUSTEES:	12/8/1987
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Whatcom Community College is a public, higher education institution that contributes to the vitality of its communities by providing quality education in academic transfer, professional technical, and lifelong learning, preparing students for active citizenship in a global society.

In support of the College's mission it is often necessary to engage in commercial activities that provide goods, services or facilities that meet special needs of students, faculty, staff and members of the public participating in College activities and events. The College shall comply with chapter 28B.63 RCW, which establishes standards for colleges to follow in conducting commercial activities. (RCW 28B.63.010)

Whatcom Community College may engage in the providing of goods, services, or facilities to individuals, groups or external agencies for a fee only when such are directly and substantially related to the educational mission of the College. Fees charged for goods, services and facilities shall reflect full direct and indirect costs, including overhead. They shall also take into account the price of such items in the private marketplace.

Recognizing that the central purpose of the College is providing instruction, research, and community service, this policy does not apply to charges for instruction in its regular, evening, or non-credit education programs; services provided in the practicum aspects of its instructional and service programs; or services for fees in its extracurricular or student services programs, including food services, athletic and recreational programs, and the performing arts program.

Educational commercial activities shall be established and carried on only pursuant to fulfilling College-related purposes. Such activities will be monitored by the College president or a designee.

### **Criteria for Commercial Activities Serving Members of the Campus Community**

Each of the following criteria shall be used in assessing the validity of providing goods, services or facilities to members of the campus community, including students, faculty, staff and invited guests:

- (a) The goods, services or facilities are substantially and directly related to the mission of the College.
- (b) Provision of the goods, services or facilities on campus represents a special convenience to the campus community or facilitates extracurricular activities.
- (c) Fees charged for the goods, services or facilities shall take into account the full direct and indirect costs, including overhead.
- (d) Procedures adequate to the circumstances shall be observed to ensure that the goods, services or facilities are provided only to persons who are students, faculty, staff, or invited guests.

### **Criteria for Providing Commercial Activities to the External Community**

- (a) The goods, services or facilities provided represent a resource which is substantially and directly related to the mission of the College and which is not commonly available or otherwise easily accessible in the private marketplace and for which there is a demand from the external community
- (b) Fees charged for the goods, services, or facilities shall take into account the full direct and indirect costs, including overhead. They shall also reflect the price of such items in the private marketplace.

**Review and Approval Procedures**

The President shall be responsible for the approval of new commercial activities. It shall be the responsibility of the Vice President of Administrative Services to assure that each commercial activity meets the criteria established for commercial activities of the College. Proposals for new or altered services shall be reviewed by the applicable vice president and approved by the President prior to implementation.