

SOUTH DAKOTA BOARD OF REGENTS

Policy Manual

SUBJECT: Self-Support Public Service Activities

NUMBER: 1:22

1. The universities and special schools shall obtain approval to establish a public service activity that is intended to support its operations through revenue generated by sales of products or services. Activities that are restricted by external funding such as grants are excluded from this policy. Activities that make only incidental use of university resources may request exclusion from the Executive Director who shall maintain a list of excluded activities.
2. A university or special school shall not advertise or recruit for personnel, or incur expenditures for advertising, marketing or capital outlay before Board approval. A university or special school shall not enter into any contractual relationship before Board approval.
3. Requests for approval shall be provided to the Board in a format determined by the Executive Director. Requests shall include a business plan made up of the following minimum components:
 - A. Executive summary
 - B. The purpose for establishing the activity
 - C. Description of the product or service
 - D. Overview of the target market
 - E. Discussion of existing competition and a discussion of the potential for new competition
 - F. Sales and marketing
 - G. Impact to current operations
 - H. Human resource needs
 - I. Internal and external risks
 - J. Fiscal management
 - K. Exit strategy

L. Financial statements

M. Periodic reporting

N. Other information requested by the Executive Director.

4. The Office of the Executive Director shall conduct an annual fiscal review of each self-support public service activity. Additional reports may be requested by the Board or the Executive Director.

SOURCE: BOR, January 2002.