

POLICY

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| CATEGORY | A. General | |
| SUBJECT | College Relationships with the Private and Public Sectors | |
| POLICY NUMBER | A17 | |
| CROSS REFERENCE | | |
| ADMINISTRATIVE SERVICES COMMITTEE | | ACADEMIC COUNCIL |
| February 12, 2018 | | |
| POLICY STATEMENT | | |
| <p>Wherever feasible, the Board of Governors encourages the College to pursue private and public sector relationships and enterprises which:</p> <ul style="list-style-type: none"> • enhance and support our educational mission; • provide “real world” learning experiences for our students and staff and develop the employability skills of our students; • maximize the use of publicly-funded infrastructure and complement public resources; • create revenue or are at a minimum cost neutral; and • further the reputation of our institution. <p>Private and public sector relationships and enterprises may take many forms, including the sale of educational by-products from the classroom, joint ventures, strategic alliances, leasing arrangements, etc. Each one will be evaluated according to the guidelines below before a commitment to engage in the relationship is undertaken. At least annually, all such relationships shall be reported to the Board of Governors.</p> | | |
| DEFINITIONS | | |
| <ol style="list-style-type: none"> 1. Where possible, rather than owning and managing an enterprise outright, the College will seek a joint venture partner or co-operative arrangement with another organization. 2. In order to create a “level playing field”, potential partners who meet pre-qualification standards will be given the opportunity to compete for partnership opportunities with the College. An analysis of the business case to include potential future revenues from the shared development and marketing of products and other intellectual property, as well as measures such as payback, net present value and other impacts will be included in the evaluation of competitors. Exception: Partners from other organizations substantially funded by taxpayers (e.g. schools, hospitals, municipal governments, etc.) may be given preferential status over other partners if doing so enhances the overall return on investment of taxpayers funds. 3. Where feasible, the College will accommodate multiple partners. 4. Where it is necessary to give preferential status to one partner over others, the College acknowledges in doing so that the partner has rights and risks which must be recognized and may include the right to exclusivity, if specified by contract. 5. The establishment of relations with the private sector shall not preclude external agencies from dealing directly with Olds College. 6. To avoid the appearance of unfair competition and reinforce the concept of a “level playing field”, the financial results of all enterprises shall be measured on a full absorption costing basis, with “cost-recovery” or “profit” being the financial target. Performance may also be measured on the basis of non-financial project specific targets of performance. 7. Products of such enterprises will be sold at or near fair market value, except as the product may require discounting to account for deficiencies in quality ensuing from the learning experience. 8. All enterprises must adhere to any applicable government regulations. 9. Olds College will, where possible, seek to establish communications with potential competitors, and develop a formal process for resolving any concerns or complaints as a result of enterprise market activities. 10. Partnerships should be mutually beneficial and comply with our ethics and values of corporate social responsibility. | | |
| PROCEDURE | | |
| <p>As opportunities arise, responsible managers will bring forward proposals to the Executive Committee for advice and approval. At least once each year, the President will advise the Board of Governors of all such relationships/enterprises existing or anticipated in the forthcoming year.</p> | | |
| IMPLEMENTATION AND ADMINISTRATIVE RESPONSIBILITY | | |
| VICE PRESIDENT Responsible for: | Business Services | |
| REVIEW PERIOD: | 5 Years | |