

**Title:** EDUCATIONAL PRODUCT DEVELOPMENT  
**Index #:** 10-02.02  
**Division:** ADMINISTRATIVE  
**Section:** BUDGET  
**Effective Date:** May, 1999

**Policy Statement**

Any proposed educational product for commercial sales must be funded by non-School of Nursing resources. Approval of the development of the proposed product must be obtained by the campus/department and dean before work is begun.

**Rationale**

The School needs to assure outside resources will cover the expenses of start-up projects.

**Implementing Procedures**

**Responsible Party    Action**

Faculty	1.    Develops proposal which covers the following areas: <ul style="list-style-type: none"> <li>•    the product</li> <li>•    possible audience</li> <li>•    market research data on projected use (sales)</li> <li>•    projected costs and time line of production</li> <li>•    needed partners for development and production</li> <li>•    outside funding prospects</li> <li>•    Projected budget for development and three (3) years of use to include marketing and sales costs and revenues if appropriate.</li> </ul>
	2.    Submits to Associate Dean/Chairperson for review and recommendation.
Associate Dean/ Chairperson	1.    Reviews for feasibility. If approved, forwards to Dean.  1.    Reviews and approves/disapproves.
Dean	1.    Implements approved projects with at least annual report on progress to Associate Dean/Chairperson.
Faculty	

