ALTERNATIVE REVENUE SOURCES: SUPPORTING A POSITIVE BOTTOM LINE

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PURPOSE OF ALTERNATIVE REVENUE SOURCES

• Minimize tuition increases
• Reduce excessive add-on fee charges
• Reduce reliance on tuition discounting
• Reduce impact of declining federal, state and local appropriations
• Increase funds for additional programming and overall educational growth
• Increase funds for infrastructure enhancements
ALIGN REVENUE SOURCES TO INSTITUTIONAL MISSION

- Instruction
- Pricing
- Research
- Partnerships
- Auxiliary Enterprises
- Institutional Development
INSTRUCTIONAL INITIATIVES

• Program modifications and redesign
• On line programs
• Expand program / class availability
  • Non-traditional but on-site
• High school programs
• Retiree programs
• Others…….
PRICING ALTERNATIVES

• Differential pricing for higher cost programs
• Bundling bachelor and master’s programs
• Differential pricing for courses at peak periods
• Others.....
ENHANCE RESEARCH FUNDS

• Grant opportunities
• Review direct and indirect allocations
• Open ‘unused’ technology areas as incubators…. eventual partnership with instructional and businesses
• Other……..
EXPAND PARTNERSHIPS

• Collaboration with other educational institutions
• Collaboration with local and regional business
• Other…..
AUXILIARY SERVICES OPPORTUNITIES

• Camps (educational / sports)
• Elderhostel's
• Concerts… Fairs….Circus… Moveie…
• Financial services
• Facility and Conference rentals
• Child care programs
• Other……
INSTITUTIONAL DEVELOPMENT

• Communicate with donors, especially F2F
  • Invite to supported programs
  • Invite to scholarship dinners
    • Introduce to scholarship recipients

• Other…..
DO YOUR HOMEWORK FIRST!

• Impact on current programming
• Impact on infrastructure
• Impact on staffing
• Read the fine print! And then read it again!
• Pro Forma financials
  • Assess completed initiatives for goals met
QUESTIONS AND FURTHER DISCUSSION

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