

Breakout Group #1: Revenue Generation



OLD DOMINION
UNIVERSITY

Group #1 Membership

Facilitator: Bonnie Van Lunen

Recorder: Susan Kenter

Members:

- Shania Armstrong
- Gabriel Barrios
- Nina Brown
- Denise Claiborne
- Tammi Dice
- Nina Rodriguez Gonser
- Elizabeth Groeneveld
- Joy Himmel
- Mike LaRock
- Amy Milligan
- Paige O'Shaughnessy
- Yiannis Papelis
- Pilar Pazos
- Stacie Raymer
- Romina Samson
- Doug Streit
- Pam Martin

Group #1 - Overarching Recommendations

List strategies for new or expanding efforts.

1. Strategic Partnerships and Innovative Programming
2. Strategic Enrollment
3. Retention and Engagement
4. Income Generating Services

#1 Strategic Partnerships and Innovative Programming

- Credentialing and Continuing Education/Stackable Credentials
- Workforce Development
- Creative and Targeted Programming
- Military - active duty, veterans
- High School/Community Colleges Pathways
- Industry Sponsors

Group #1 - Strategic Enrollment

- Diversifying Students
- Developmental Advising and Career Education
- Strategic Cohorts Approaches
- Differential Tuition
- Dual Enrollment
- Flexible Course Options

Group #1 - Retention and Engagement

- Appropriate Program Advising for Students
- Stronger Alumni Outreach and Engagement
- Current Capacity for Student Services

Group #1 - Income Generating Services

- Library Access and Other Services for Alumni and Community
- Space Utilization - renting out facilities
- 3rd Party Payers
- Paid Services