

# Breakout Group #3: Revenue Generation



**OLD DOMINION**  
UNIVERSITY

# Group #3 Membership

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Facilitator: Carolyn Crutchfield

Recorder: Sarah Jane Kirkland

Members:

- Dex Blank
- David Bowles
- Danielle Cohea
- Mike Dal Santo
- Nadine Faulcon-Johnson
- Dan Genard
- Dan Greenwood
- Janis Hall
- Steve Harrison
- Steve Hsiung
- Ann Kumm
- Dale Miller
- Zika Ozoh
- Tyler Rector
- Ling Tuo
- Johnny Young

# Group #3 - Overarching Recommendations

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List five to seven strategies for new or expanding efforts.

1. Expand University Advancement
2. Expand Strategies for Enrollment and Retention
3. Services on Campus Outreach to Community
4. Research - Leasing space to external partners
5. Invest in University Brand
6. Expand Housing Options

## Group #3 - Strategy 1

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- Expand University Advancement Efforts
  - Additional researchers – for better data
  - Additional major gift officers – national reach

## Group #3 - Strategy 2

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- Expand Strategies for Enrollment and Retention
  - Guaranteed admission for local students
  - Expand strategies to reach domestic, multilingual, international and out of state students
  - Certificates (Niche population - retirees)
  - Out of state
  - Accessibility – tools
  - Differential tuition fee
  - Lock in tuition for four years

# Group #3 - Strategy 3

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- Services on Campus

- Testing at a nominal fee for students
- Outpatient clinics
- Facility rentals for community events and outreach – example using stadium for concerts (Innovative use of space)
- Summer programs