Breakout Group #3: Revenue Generation
Group #3 Membership

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Members:
• Dex Blank
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• Dan Genard
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• Janis Hall
• Steve Harrison
• Steve Hsiung
• Ann Kumm
• Dale Miller
• Zika Ozoh
• Tyler Rector
• Ling Tuo
• Johnny Young
Group #3 - Overarching Recommendations

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

• Expand University Advancement Efforts
  – Additional researchers – for better data
  – Additional major gift officers – national reach
Group #3 - Strategy 2

• 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

• 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