Breakout Group #5: Revenue Generation
# Group #5 Membership

**Facilitator:** Robert Wojtowicz  
**Recorder:** Scott Harrison

**Members:**
- Ivan Ash  
- Elizabeth Burns  
- Ken Fridley  
- Fran Hassencahl  
- Reed James  
- Shelley-Ann Jules-Plag  
- Kevin Leslie  
- Linda Meyers  
- Morgan Morrison  
- September Sanderlin  
- Eric Schussler  
- Amanda Skaggs  
- Page Stooks  
- Nicole Turner  
- Suzanne Van Orden  
- Rue Willis

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**Budget Summit**

Breakout Group #5
Group #5 - Overarching Recommendations

List five to seven strategies for new or expanding efforts.

1. Improve licensing and branding
2. Increase research commercialization activity
3. Expand enrollment opportunities at pre- and post-baccalaureate levels
4. Increase out-of-state enrollment
5. Leverage corporate partnerships
6. Explore government grants and appropriations
7. Develop market-driven degree and certificate programs
Group #5 - Strategy 1

Provide additional details on the recommended strategy; including opportunities and/or challenges in achieving the desired outcome.

Increase research commercialization activity

Challenges:
• Build internal infrastructure
• Need to develop new policies and change culture

Opportunity:
• Economic development and job creation
Group #5 - Strategy 2

Provide additional details on the recommended strategy; including opportunities and/or challenges in achieving the desired outcome.

Corporate and Government Partnerships

Challenge:
• Build internal infrastructure

Opportunities:
• Workforce development
• Internships
• Sponsored research
Group #5 - Strategy 3

Provide additional details on the recommended strategy; including opportunities and/or challenges in achieving the desired outcome.

Expand enrollment opportunities at pre- and post-baccalaureate levels

Challenges:
- Build internal infrastructure
- Streamlining curriculum
- Competition

Opportunities:
- Engaging students earlier
- Brand affinity