

Breakout Group #5: Revenue Generation



OLD DOMINION
UNIVERSITY

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

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