

# Breakout Group #9: Revenue Generation



**OLD DOMINION**  
UNIVERSITY

# Group #9 Membership

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Members:

- Michael Carhart
- Holly Gaff
- Toni Gaines
- Corrin Gillis
- Anne Githae
- Melanie Graham
- Yashu Gurazada
- Adam Henken
- Shanda Jenkins
- Jeff Jones
- Karen Meier
- Perry Nerem
- Michael Pico
- Chad Reed
- Mark Rehfuss
- Lucy Wittkower

# Group #9 - Overarching Recommendations

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List five to seven strategies for new or expanding efforts.

1. A stronger emphasis on adult learners (undergraduate and graduate)
2. Pipelines of students (high school through workforce upskilling)
3. Industry/corporate partnerships (co-ops, internships, and curricular development)
4. Differential tuition/student fees (cover materials needed for degree/labs)
5. Research funding development emphasis (e.g., cost off-setting; IDC)
6. Stronger alumni/development (donors)

**THEMES: PIPELINE - PARTNERSHIP - PEOPLE**

# Group #9 - Strategy 1 - PIPELINES

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

- MULTIPLE PIPELINES: Define the starting line - as soon as feasible promoting ODU even before a student has identified a program, degree, or certification
  - Well before high school and through to continued interactions with alumni and community partners
  - Develop stronger alumni and donor engagements (e.g., train faculty to assist with relationship-building)
- *Revenue*: Telling our story early, often, and broadly builds the relationships for enrollments, donors, and experiential learning opportunities.

## Group #9 - Strategy 2 - PARTNERSHIPS

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

- PARTNERSHIPS: Building connections with outside agencies to form opportunities (placements and/or funding) for co-ops, internships, and experiential learning
  - Types of goal partnerships: Corporate, Non-profit, government, community, international
  - Includes: research funding/external grants
- *Revenue*: Outside sources help reduce student debt and therefore increase retention. They also cover educational costs, reduce overhead, and increase tuition sources (from workforce upskilling, international students, and in general students who can afford to stay and complete the degree).

## Group #9 - Strategy 3 - PEOPLE

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

- PEOPLE: Maximizing our primary resource of people to generate revenue and identify sources to support their functions
- Scalability: Need tools and training for faculty/staff to effectively seek these resources that are related to their roles
- Efforts should be in coordination with other units to increase efficiencies.
- *Revenue*: Operation costs can be offset; influx of new resources to contribute to strategic initiatives/growth goals.