

Southern Illinois University Edwardsville University Congress Session II Recap

3. How can SIUE increase revenue to replace the loss of state appropriated dollars?

Responses from the Congress have been placed into the following five categories:

- **Increase Tuition revenue:**
 - Tuition increase. Differential tuition
 - Increase recruitment of students - International Students, non-traditional students, paying students, LBGT, adult learners
 - Modify existing revenue model – Tuition vs fees
 - Surcharge for class registration prioritization

- **Programs:**
 - Grow Programs - Online programs, programs not at capacity, masters programs, 5 yr BS/MS (be careful of diminishing returns and quality)
 - Executive Education Programs, Military education partnerships
 - Popular certificate programs related to local business needs.
 - Target more CC for 2+2 programs, dual credit opportunist
 - Sell courses and curriculum
 - Aggressively market summer courses
 - Education in nontraditional form – Educational seminars, AP Courses, Continuing Education, weekend school with childcare
 - Become the first ever 4 year MA granting community college.
 - Clarification of the required course cap. Up or down?

- **Increase Fundraising:**
 - Alumni – creating a culture and pride in SIUE for later return
 - Community Involvement: esp. alumni cultivation
 - Naming rights for schools
 - Endowed chair, professorships, deans
 - Crowd funding

- **Current Facilities:**
 - Explore ideas in leasing not – commonly used space for the breaks.
 - Rent out University space more often including dorms - Conferences, research, business partners, MRF, summer camps

- Use space effectively
 - Year around school/facilities
 - Sell public memberships to library, rec center etc., lease out restaurant and bookstore to national chains
 - Build role as cultural center. Maybe new or renovated spaces, but could provide long-term revenue and usage.
- **Capitalize on land usage:**
 - Eliminate barriers of outside groups using our space whether land or buildings.
 - Monetize land – attract retail to campus – community garden, retirement center, disability community, gas station etc.
 - Partner with other organizations - Partnering with transportation systems to assist in students traveling here. – Train system in St. Louis.
 - Expand clinics in i.e. Speech, weight loss
 - Market our own/student talents – actually hire out. - Consulting opportunities, service contracts to outside agencies
 - Revenue producing patents
 - Football program
 - Grants - Training in seeking grants and offering incentives
 - Corporate Sponsorships

ACTION ITEM:

1. During Spring 2016, the list of revenue options will be forwarded to Chancellor's Council. The Chancellor's Council will assign options to each vice chancellor on the basis of whether it would fall under his/her normal area of responsibility. By the end of the spring semester, each VC will determine which of the options is feasible and should be further reviewed. The results of this process will be reported back out to the University community. Ultimately, a five-year revenue projection shall be developed that includes revenues from those options identified as the most likely to succeed.