

Revenue Enhancement Work Group - August 28, 2013 Meeting Agenda

Report Template – OPBA working on template; all work group chairs will meet to discuss (TBD)

Roger and Liz will email the template to the subgroups as soon as it is ready

Review revised Idea Matrix (below) and Subgroup Assignments

Next steps :

Aug/Sept - write up our recommendations in detail using the template provided by OPBA (forthcoming)

Sept - review final reports, discuss, finalize and submit to Provost Brown -- due by mid-September

Revenue Enhancement Idea Matrix DRAFT 7.28.13

	IDEAS	precursors/other considerations	Authority	rewards	risks	time to implement	policy changes and level	process changes and level	politics	potential partners	external factors	other/notes
<i>provide details for each criteria based on your existing knowledge or what you learn from further exploration into the idea</i>												
Subgroup	Ideas to Consider Now:											
Roger, Bobbie	adopt new business models for online/blended learning	new performance-based funding model is in place										
Bobbie, Roger, Mark	create a self-support tourism/hospitality program	must be self-support										
Bobbie, Roger	increase self-supported professional courses and certificates (credit and non-credit)	partner with industry and prof assocs to offer certifications; would need to expand testing services										
Liz	sell UM services and products to external clients*	"Noncompete policy/practice" must be revised - may need to pay unrelated business income taxes (UBIT)										
Liz, Brad M., Roger	create centralized "one-stop" UM conference and event services office	need position dedicated to sales for UM conferencing										
Donna L., Brad M., Bobbie	create new summer programs*	review existing and fill gaps										
Brad L.	bundle existing courses with outdoor pursuits	ex. Energy Tech and Climate Change model										
Mark, Ben, Brad M.	"insource" services	ex. Vending, UC Market, office coffee service, etc...										
Ben, Liz	On-campus Parking	outsource parking management and change policy for 1st-year students living on campus										
Dawn	Change fee structure	build in incentives for registration - deposits										
Brad L., Liz	New sustainability initiatives	go "landfill free"; create system for repurposing glass; generate, use, and sell renewable energy; natural gas buses and fueling station (hydrogen too)										
Liz, Brad M., Dawn	Corporate sponsorships for campus events	may require "broker" - new position - and UMF										

*perform a comprehensive analysis to determine what exists, what could improve existing summer camps and programs, and then determine what's missing (include willingness to pay and marketability)

Ideas Worthy of Future Consideration:												
	Establish SELL as a degree granting College	would face significant political barriers										
	create international satellite locations	legal complications (ex. China); but many departments are making tremendous strides toward this becoming a reality VERY soon; also look into "bench fee" programs										
	Review WUE's	add more states; offer to 2-year students, etc.										
Other:												

Authority Key

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 Vice President for Research and Creative Scholarship - Scott Whittenburg
 Vice President for Administration and Finance - Michael Reid
 Provost and Vice President for Academic Affairs - Perry Brown
 Vice President for Integrated Communications - Peggy Kuhr
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