Group 3 Membership

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Recommendations

List 5-7 strategies for increasing University revenue.

1. RU Online College (reach non-campus students, revenue sharing)
2. Expand Summer Offerings (Classes, K-12, Camps, Dual Enrollment)
3. Improve RU Student Policies, Processes (retention)
4. Expand Conference Services
5. Expand Continuing Education
6. Public-Private Partnerships (Hotel-Conference Center, cell phone towers, leasing retail space, signage)
7. Marketing RU Services (Expertise, Printing, etc.)
8. Differential Tuition/Scholarship (target high achievers, specific groups/needs, President Scholars)
Strategy 1

Provide additional details on the recommended strategy; including opportunities and/or challenges in achieving the desired outcome.
Strategy 2

Provide additional details on the recommended strategy; including opportunities and/or challenges in achieving the desired outcome.
Strategy 3

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