Budget Planning Summit:
Breakout Group 4
Group 4 Membership

Facilitator: Niels Christensen
Recorder: Glenn Compton

Group Members:

- Glenn Compton
- Niels Christensen
- Margaret Devaney
- Suzanne Ament
- Tal Zarankin

- Tanya Corbin
- Vicki Bierman
- Connie Phillips
- Danny Coalson
- Samuel Shumate

- Kayley King
- Ryan Hadley
- Kitty McCarthy
- Ken Bonk
Recommendations

List 5-7 strategies for increasing University revenue.

1. In-state tuition rates for summer semesters
2. Foster culture of entrepreneurship by incentivizing amounts in excess of baselines
3. Expanding domestically and internationally
4. Community Partnership Hub
5. Continuing Education - certifications, badges; LifeLong Learning
Strategy 1

Expand population to which we offer in-state tuition rates

- Offer in-state rates to out-of-state students outside traditional semesters
- Promotes brand awareness, retention by providing additional value
Strategy 2

Foster culture of entrepreneurship by incentivizing departments

• Student-run apparel business for alumni and department-specific items to augment bookstore selection
Strategy 3

Domestic and International Expansion

- Leverage Radford University value in marketing to enhance international enrollment
- Offer ESL courses
- Build cultural awareness
- Leverage Radford’s tuition value
- Joint degree programs with international companies
- Off-site hybrid courses
Strategy 4

Centralized hub for building relationships between University and community

- “Sponsor-A-Highlander”
- Community partnerships
- Local vendor advertisement opportunity
- Corporate opportunities
- Similar to kids’ sports league sponsorships
- Augments advancement
- If already exists in some capacity, enhance marketing/program
- Identify evaluation criteria
Strategy 5

Continuing Education

- Certifications
- Badges
- LifeLong Learning - memberships, course fees