Group 9 Membership

**Facilitator:** Michael Long

**Group Members:**
- Amber Mullen
- Orion Rogers
- Darryl Corey
- Melissa Grim
- Wayne Gallops
- Sharon Roger Hepburn
- Jessica Ireland
- Kay Johnson
- Roann Barris
- Sharon Gilbert
- Michael Long
- Reginald Jeffries
- Melissa Wohlstein
- James Pennix
Recommendations

List 5-7 strategies for increasing University revenue.

1. Faculty who can provide services which would generate funds
2. K-12 students using our labs
3. Charge for performances
4. Advancement and Procurement work together at the beginning
5. Increase online offerings and adjusting tuition fees
6. Recruiting students
7. RU West - retirement community, lab school, child care (including summer), hotel
Strategy 1

Recruiting students (i.e. weekend visits, continuing ed, social engagement in community, online)

- Student selection and carefully planned programming
- Liability with minors
- Marketing
- Needing the infrastructure
- Buy-in with community
Strategy 2

Faculty who can provide professional services which would generate funds

- Business infrastructure
- Buy-in from faculty
- Time and travel constraints
- Resources used for purposes other than for classes
Strategy 3

Advancement and Procurement work together at the beginning

- Having the conversation since it’s not happening now
- Any potential for conflict of interest
- Might limit competition for the bids