

# Budget Planning Summit: Breakout Group 3

**RADFORD**  
UNIVERSITY

# Group 3 Membership

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Facilitator: Jim Lollar

Group Members:

- Sandra Bond
- Carl Lefko
- Doug Mitchell
- Jim Lollar
- Nicole Hendrix
- Rhett Herman
- Susan Schoppelrey
- Robert Lineburg
- Anthony Branscome
- Sheri Light
- Kelsey Van Asch
- Nicole Trapeni
- Irvin Clark
- Karen Hill

# Recommendations

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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

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

## Strategy 2

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

## Strategy 3

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