NEW EDUCATIONAL REVENUES
Capturing High-Growth Student Populations and Instructional Services

Applied and Professional Master’s
20. On-Demand New Cohort Programs
21. Professional Science Master’s
22. Interdisciplinary Terminal Master’s
23. Weekend Course Master’s
24. Applied Liberal Arts Master’s
25. Stackable Certificates
27. New Regulatory Requirement Certificates

Customized Corporate Training
28. Corporate Memberships
29. Career Path Maps
30. Oncology Professional Master’s
31. After-Hours Course Scheduling
32. Rapid-Cycle Customized Curriculum
33. Templatized Company Policies
34. Corporate Advisory Committees

Seniors’ Enrichment Programs
35. Country Memberships
36. Expanded Course Audit Catalogs
37. Marin-to-Market Course Audit Fees
38. Local Excursion Weekends
39. Faculty-Led Destination Travel
40. Other Lifelong Learning Grants
41. College-Affiliated Retirement Communities

Distance Learning Course Licensing
42. Recreational Learning Brand Licensing
43. Turnkey School District Licensing
44. Capstone Case Study Sales
45. International Course Sales

Testing and Certification
46. Professional Society Testing Partnerships
47. ESL Testing and Certification
48. Distance Learning Proctoring Services
49. Placement Test Fee
50. For-Profit Educator Testing Site Rental
51. Online Remedial Programs

Faculty Consulting
52. International University Curriculum Consulting
53. Faculty Expertise Databases
54. Industry-Sponsored Capstone Projects
55. Nurse Practitioner Practices

Alumni, Parent, and Community Affinity Programs
56. University Columbia
57. On-Campus Spawning Loyalty Programs
58. Parent Orientation VIP Packages
59. Debt Card Affinity Programs
60. Alumni Peer-to-Peer Lending
61. Online Campus Bank
62. Insurance and Retirement Counseling Affinity Marketing

AUXILIARY SERVICES
Increasing Demand While Reducing Fixed Costs

Premium-Priced Healthy and Convenient Foods
127. Organic Food Stations
128. Express Fruit Dining
129. Rotating Guest Restaurant Days
130. Meal Plan Food Delivery Partnerships
131. Off-Campus Meal Plan
132. 24/7 Automation
133. Library Coffee Shops

Future Bookstore
134. Gaming Center Tourneys
135. Personal Training Clubs
136. Tennis-Govan Transportation Partnerships
137. Campus Trunk Shows
138. Laundry Services
139. Campus Salons
140. DVD Rental Kiosks

Shared-Cost Luxury Amenities
141. Textbook Rental Service
142. Online Ordering Kiosks
143. Small-Batch Custom Publishing
144. Exclusive Sales Publishing Partnership
145. Community Interest Books

Favorable Vendor Rebates
146. Exclusive Vending Rights
147. Small-School Exclusive Rights

FACILITIES AND REAL ESTATE
Generating Cash Flow from Underutilized Space

Events Rentals
176. Constrained Facilities
177. Availability Database
178. Outourced Facilities Marketing
179. Local Hotel and Conference Space Partnerships
180. SMART Classroom Rental
181. Farmers Markets
182. Taj Markets
183. Outdoor Movies

Development Joint Ventures
184. City-Owned Satellite Campuses
185. Student Residence Build-Leases
186. Faculty Housing Co-development Projects
187. Corporate Research Facility Joint Ventures

STUDENT FEES
Charging for Convenience and Choice

Convenience Fees
140. Credit Card Convenience Fee
141. Tuition Installment Plan Service Fee
142. Early Move-In Fee
143. Early Registration Fee
144. Lifetime Transcript Fee
145. Lifetime Alumni Fee
146. Landline Fee
147. Latino Diploma Fee
148. Peak-Hour Course Fee
149. One-Click Registration and Text Purchase Fee

Sharing Costs of InefficientScheduling
150. Course Drop Fee
151. Late Registration Fee
152. Retrospective Course Add Fee

Differential Instructional Cost
153. Distance Learning Fee
154. Lab-Intensive Major Fee
155. International Student Fee

CAMPUS OPERATIONS
Turning Cost Centers into Revenue Producers

Campus Health Center
156. Student Insurance Center Billing
157. Outsourced Third-Party Billing
158. University Employee Clinics
159. University-Owned Lab Services
160. Health and Wellness Center Services

Selling Administrative Services
161. IT Hosting
162. Bandwidth Leasing
163. Temporary Agencies
164. Library Services
165. Child Care Centers
166. Research Equipment User Fees
167. Domain Space Rentals

Sustainable Energy Purchase Power Agreements
168. Centralized Surplus Goods Sales
169. Online Surplus Goods Sales
170. Donated Items Garage Sales

BUSINESS AFFAIRS FORUM
 accelerometer described as on our website at eab.com/baf/AlternativeRevenues

© 2013 EAB • All Rights Reserved • 27992-01