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

**Internal Student Recruitment**
1. Third-Party Recruiting Agents
2. Master’s by Coursework
3. Expedited Admissions Decisions
4. Student Onboarding Pathway Programs
5. Young Professional Condensed ESL Programs
6. International Prepaid Phone Plans
7. Community College Recruiting Teams
8. Foreign-Born Faculty Recruitment Trips

**Summer and Intersession Blended Learning**
9. Extended Stay Summer Terms
10. Oversubscribed Course Summer Sessions
11. High-Demand Major Prerequisite Fulfillment
12. Independent Study Summer Sessions
13. Open Enrollment Intersession Courses
14. Summer and Intersession Financial Aid
15. Gen Ed Requirement Blended Courses
16. Study Abroad Makeup Courses

**Distance Learning Articulation Agreements**
17. Out-of-State Community College Online Programs
18. Blended Honors 2+2 Programs
19. Online Dual Enrollment Programs

**Academic Entrepreneurship Infrastructure**
Critical Capabilities for Identifying, Launching, and Scaling Viable Programs

**Business Planning Support**
56. Self-Service Faculty Business Plans
57. Program Approval Maps
58. Segment Managers
59. Tech Support Demand Trials
60. Student Loan Development Office
61. Faculty Entrepreneurship Boot Camps

**Fast-Cycle Program Launch**
62. Program Launch Incubators
63. Expedited Degree Specialization
64. Customized Training Viability Review

**Cost-Effective Marketing**
65. Community of Interest Portals
66. Affinity Population Partnerships
67. Private Institution Distance Learning Consortia
68. Employment-Based Co-branding
69. Turkey Veterans Programs
70. Military-Credentials Accreditation Partnerships

**Curriculum Development**
71. Research Outreach Product Suites
72. Micro-Credential Mini-Lectures
73. Instructional Design Shared Services
74. Team-Teaching Templates

**Enrollment Management**
75. Dynamic Enrollment Forecasting
76. Enrollment-Triggered Staffing
77. Non-Credit Course Registration Systems
78. Enrollment-Triggered Start Dates
79. Low Enrollment Contingency Budgets

**Outsourcing and Joint Ventures Models**
80. Program-Large-Scale Collaboration Partnership
81. Five-Year Insourcing Plans
82. Best-in-Breed Point Sourcing
83. Online M.Eds JVs
84. Online Degree Completion JVs

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

**Testing and Certification**
46. Professional Society Testing Partnerships
47. ETS 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

**Customized Corporate Training**
56. Faculty Entrepreneurship Boot Camps
57. Distance Program Business
58. Tech Support Demand Trials
59. Segment Managers
60. Self-Service Faculty Business Plans

**Prerequisite Fulfillment**
Summer Sessions
ESL Programs

**Specialization Approval**
Development Office

**Cost-Effective Marketing**
41. College-Affiliated Retirement
40. Osher Lifelong Learning Grants
39. Faculty-Led Destination Travel
37. Mark-to-Market Course Audit Fees
36. Expanded Course Audit Catalogs
35. Couples’ Memberships
34. Corporate Advisory Committees
33. Templatized Company Policies
30. Onsite Professional Master’s
29. Career Path Maps
27. New Regulatory Requirement
25. Stackable Certificates
23. Weekend Course Master’s
22. Interdisciplinary Terminal Master’s

** Auxiliary Services**
Increasing Demand While Reducing Fixed Costs

**Branding, Licensing, and Affinity**
Expanding Product Categories and Sellable Space

**Innovating Branded Merchandise Demand**
85. School Color Days
86. Campus Event E-commerce Campaigns
87. Designer Label Co-branding
88. Campus-Grown Gourmet Foods
89. Campus Wineries
90. Branded Office Decor
91. University License Plates
92. Licensed Product Sales Consortia

**Alumni, Parent, and Community Affinity Programs**
93. University Columbaria
94. On-Campus Sparring Loyalty Programs
95. Parent Orientation VIP Packages
96. Debit Card Affinity Programs
97. Alumni Peer-to-Peer Lending
98. Online Campus Bank
99. Insurance and Retirement Counseling Affinity Marketing

**Stealth’ Advertising and Sponsorship**
100. Professional Team Stadium Home Games
101. Co-branded Exhibition Games
102. Lifetime Premier Stadium Seating
103. Sports Memorabilia Auctions
104. Athletics Website Sponsorships
105. Enrollment-Focused Sports Team Launch
106. Development-Focused Sports Team Launch
107. Student-Athlete Likeness Rights
108. Stadium Beer Sales

**Selling Administrative Services**
111. IT Hosting
112. Bandwidth Leasing
113. Temporary Agencies
114. Library Services
115. Child Care Centers
116. Research Equipment User Fees
117. DormSpace Rentals

**Generating Cash Flow from Underutilized Space**

**Recycling School Space**

**Generating Cash Flow from Underutilized Space**

**FACILITIES AND REAL ESTATE**
Generating Cash Flow from Underutilized Space

**Events Rentals**
176. Constrained Facilities
180. Outsourced Facilities Marketing
181. Local Hotel and Conference Space Partnerships
182. SMART Classroom Rental
183. Farms Markets
184. Film Markets
185. Outdoor Movies

**Development Joint Ventures**
186. City Funded-Satellite Campus Development
187. Student Residence Build-Leasebacks
188. Faculty Housing Co-development Projects
189. 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. Latin Diploma Fee
148. Peak-Hour Course Fee
149. One-Click Registration and Test Purchase Fee

**Sharing Costs of Inefficient Scheduling**
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 Carrier Billing
157. Outsourced Third-Party Billing
158. University Employee Clinics
159. Uninsured-Owned Lab Services
160. Health and Wellness Center Services

**Surplus Goods Disposal**
168. Centralized Surplus Goods Sales
169. Online Surplus Goods Sales
170. Donated Items Garage Sales

**Sustainable Energy Purchase Power Agreements**
171. Rooftop Solar Panels
172. Parking Lot Solar Trees
173. Wind Farm Contracts
174. Regional Biomass Waste Sourcing
175. Lundahl Methane Pipelines Partnerships
176. Geothermal Heat Pumps
177. Local Cogeneration Partnerships
178. Renewable Energy Credit Hedges

**Team Launch**
Generating Cash Flow from Underutilized Space

**Long-Term Leasing**
190. Exterior Cellular Antenna Stealthing
191. Interior Cellular Distributed Antennas
192. Tutoring and Test Preparation Leasing
193. For-Profit Educator Leasing
194. Corporate Research Facility Leasing
195. Private Sector Office Space
196. Off-Peak Parking Lot Rental
197. Retail Ground Leasing

**Asset Acquisition and Disposal**
198. Real Estate GI Specialist
199. Charitable Remanuder Trust Specialists
200. Underutilized Real Estate Audits

200 Ideas from the Frontier