

Capturing **Alternative Revenues**

150+ Tactics for Diversifying Revenue Streams in Higher Education

How to use this resource:

- ▶ Review 150+ proven revenue strategies across six key categories
- ▶ Assess feasibility based on lifetime revenue potential and time to ROI
- ▶ Share with stakeholders to inspire idea generation and cross-campus conversations on diversifying institutional income

Evaluation Factors

- | | |
|----------------------|---------------|
| ▶ Revenue Potential | ▶ Time to ROI |
| \$ (Low) | <12 Months |
| \$\$ (Low-Medium) | 1–3 Years |
| \$\$\$ (Medium-High) | 3+ Years |
| \$\$\$\$ (High) | |

► Academic Programs and Educational Services



Consulting and Partnerships

	Revenue Potential	Time to ROI
1. Faculty-Generated Case Study Sales	\$	1–3 Years
2. Faculty Expertise Databases	\$	1–3 Years
3. Industry-Supported Capstone Projects	\$	1–3 Years
4. University Curriculum Consulting	\$\$	3+ Years
5. Specialized Consulting and Training Services	\$\$	1–3 Years
6. Course-Sharing Consortia	\$\$	3+ Years
7. Online Degree Completion Joint Ventures	\$\$	3+ Years
8. Venture Fund Investment in Startups	\$\$\$	3+ Years
9. Equity Stake in Campus-Incubated Companies	\$\$\$	3+ Years

Expanded Audience Programs

10. Targeted Summer Programming for High School Students	\$	1–3 Years
11. Senior Couple Membership Discounts	\$	<12 Months
12. Local Senior Excursion Weekends	\$	1–3 Years
13. Faculty-Led Destination Travel	\$	1–3 Years
14. University Testing Centers	\$	1–3 Years
15. Distance Learning Proctoring Services	\$	<12 Months
16. K-12 School Curriculum Development	\$\$	3+ Years
17. Online Dual Enrollment Programs	\$\$	3+ Years
18. Corporate Training Memberships	\$\$	<12 Months
19. Osher Foundation Lifelong Learning Grants	\$\$	3+ Years
20. Turnkey Homeschool Curriculum	\$\$	1–3 Years

New Academic Offerings

21. Independent Study Summer Sessions	\$	<12 Months
22. Open Enrollment Intersession Courses	\$	<12 Months
23. Stackable Certificates	\$	3+ Years
24. New Regulatory Requirement Certificates	\$	3+ Years
25. Condensed ESL Programs for Early-Career Professionals	\$\$	1–3 Years
26. Extended Summer Term Offerings	\$\$	1–3 Years

► Auxiliary Services



Amenities

	Revenue Potential	Time to ROI
27. Laundry Services	\$	<12 Months
28. Online Ordering Kiosks	\$	<12 Months
29. Small-Batch Custom Publishing	\$	1–3 Years

Campus Retail

30. Short-Term Vending	\$	<12 Months
31. Campus Trunk Shows	\$	<12 Months
32. High-Traffic Sales Events	\$	<12 Months
33. Price Comparison Tool for Online Store	\$	<12 Months
34. Town-Gown Transportation Partnerships	\$\$	3+ Years

Food and Dining Options

35. Off-Campus Meal Plan	\$	<12 Months
36. Faculty and Staff Meal Plans	\$	<12 Months
37. Summer Dining Options	\$	<12 Months
38. Dining Options for Students with Kitchens	\$	3+ Years
39. Meal Kit Package Partnerships	\$	1–3 Years
40. Meal Plan Food Delivery Partnerships	\$	<12 Months
41. Organic Food Stations	\$	<12 Months
42. Novelty Smart Vending Machines	\$	<12 Months
43. Catering Services	\$	1–3 Years
44. Robotic Food Delivery	\$\$	1–3 Years
45. Food Truck Dining Options	\$\$	1–3 Years
46. Campus Convenience Stores	\$\$	3+ Years
47. Small-School Exclusive Rights Consortia	\$\$	1–3 Years
48. Exclusive Vending Rights	\$\$\$	1–3 Years

► Branding, Licensing, and Affinity



Advertising and Sponsorship

	Revenue Potential	Time to ROI
49. Exterior Micro-Signage	\$	<12 Months
50. Flatscreen Advertising	\$	<12 Months
51. Orientation Sponsorship	\$	<12 Months
52. Career Fair Sponsorship	\$	<12 Months
53. College and Academic Department Sponsorships	\$	<12 Months

Alumni, Parent, and Community Affinity Programs

54. Parent Orientation VIP Packages	\$	<12 Months
55. On-Campus Spending Loyalty Programs	\$	<12 Months
56. University Columbaria	\$\$	3+ Years
57. Debit and Credit Card Affinity Programs	\$\$	3+ Years

Branded Merchandise

58. Campus-Branded Food Products	\$	1–3 Years
59. Campus-Grown Gourmet Foods	\$	3+ Years
60. Campus Wineries	\$	3+ Years
61. Branded Office Décor	\$	<12 Months
62. School Color Days	\$	<12 Months
63. Campus Event E-Commerce Campaigns	\$	<12 Months
64. University License Plates	\$\$	1–3 Years
65. Designer Label Co-Branding	\$\$\$	1–3 Years
66. Licensed Product Sales Consortia	\$\$	3+ Years

Content and IP Licensing

67. IP Commercialization	\$	3+ Years
68. AI Training Content Licensing	\$\$	1–3 Years

Diverse Athletics Revenue

69. Season Ticket Processing Fee	\$	<12 Months
70. Variable Pricing for Sporting Events	\$	<12 Months
71. Co-Branded Exhibition Games	\$	<12 Months
72. Athletics Website Sponsorships	\$	<12 Months
73. Full-Service Tailgating Bookings	\$	<12 Months
74. Sports Memorabilia Auctions	\$	<12 Months
75. Multi-Year Premier Stadium Seating	\$\$	1–3 Years
76. Stadium Beer Sales	\$\$	<12 Months
77. Professional Team Stadium Home Games	\$\$\$	<12 Months
78. Stadium Naming Rights Sales	\$\$\$	<12 Months

► Campus Operations



Campus Health Center

	Revenue Potential	Time to ROI
79. University-Owned Lab Services	\$	<12 Months
80. University Employee Clinics	\$\$	1–3 Years
81. Third-Party Insurance Billing	\$\$\$	1–3 Years

Selling Staff Services

82. Personal Training Sessions/Services	\$	<12 Months
83. Temporary Agencies	\$	1–3 Years
84. Library Services	\$	<12 Months
85. Outsourcing Service Provision	\$	1–3 Years
86. Cybersecurity Services	\$\$	3+ Years
87. Child Care Centers	\$\$	3+ Years

Sustainability

88. Solar Trees	\$\$	3+ Years
89. Landfill Methane Pipeline Partnerships	\$\$	3+ Years
90. Local Cogeneration Partnerships	\$\$	3+ Years
91. Electricity Demand Response Programs	\$\$	3+ Years
92. Renewable Energy Credit Hedges	\$\$	3+ Years
93. Wind Farm Contracts	\$\$\$	3+ Years

► Facilities, Real Estate, and Other Physical Assets



Asset Sales

94. Centralized Surplus Good Sales	\$	<12 Months
95. Donated Item Garage Sales	\$	<12 Months
96. Unused IP Address Sales	\$	<12 Months
97. Art Asset Sales	\$\$\$	1–3 Years
98. Faculty House Purchasing Program	\$\$\$	3+ Years
99. Campus Building Sales	\$\$\$	1–3 Years
100. President's Residences Sales	\$\$\$	1–3 Years
101. Campus Land Sales	\$\$\$\$	1–3 Years
102. Campus Sales	\$\$\$\$	3+ Years

Development Joint Ventures

103. Faculty Housing Co-Development Project	\$\$\$	3+ Years
104. Corporate Research Facility Joint Ventures	\$\$\$\$	3+ Years
105. Real Estate Trusts	\$\$\$\$	3+ Years

► Facilities, Real Estate, and Other Physical Assets Cont.

Leases and Rentals	Revenue Potential	Time to ROI
106. Tech-Enabled Classroom Rental	\$	<12 Months
107. ATM Space Leasing	\$	<12 Months
108. Recreational Facility Rental	\$	<12 Months
109. Gaming and Esports Center Tournaments	\$	<12 Months
110. Farmers Markets	\$	<12 Months
111. Flea Markets	\$	<12 Months
112. Movie Theaters and Outdoor Movies	\$	<12 Months
113. Research Equipment User Fees	\$\$	<12 Months
114. Summer Residence Leasing	\$\$	1–3 Years
115. Land Lease for Cell Towers	\$\$	1–3 Years
116. Rooftop Space Lease for Solar Panels	\$\$	1–3 Years
117. Unused or Underutilized Campus Space Leases	\$\$	<12 Months
118. Conference and Event Hosting	\$\$	<12 Months
119. Contracts for Campus Filming	\$\$	<12 Months
120. For-Profit Education Providers Space Leases	\$\$	1–3 Years
121. Exterior Cellular Antennae	\$\$	1–3 Years
122. Interior Cellular Distributed Antennae	\$\$	1–3 Years
123. Bandwidth Leasing	\$\$	<12 Months
124. Retail Ground Leases	\$\$\$	3+ Years
125. Residential Ground Leases	\$\$\$	3+ Years
126. Private Sector Office Space Leases	\$\$\$	3+ Years
127. Research Facility Leases	\$\$\$	1–3 Years
128. Commercial Ground Leases	\$\$\$\$	3+ Years

Parking

129. Differential Employee Parking Rates	\$	<12 Months
130. Differential Student Parking Rates	\$	<12 Months
131. Incremental Annual Parking Rate Increases	\$	<12 Months
132. Electric Vehicle Charging Stations	\$	3+ Years
133. Off-Peak Parking Lot Rental	\$\$	<12 Months
134. Parking Facility Public-Private Partnerships	\$\$\$\$	3+ Years

► Institutional Fees

Academic Fees	Revenue Potential	Time to ROI
135. Placement Test Fee	\$	<12 Months
136. Non-Partner Study Abroad Fee	\$	<12 Months
137. Peak-Hour Course Fee	\$	<12 Months
138. Course Audit Fees	\$	<12 Months
139. Course Drop Fee	\$	<12 Months
140. Late Registration Fee	\$	<12 Months
141. Retroactive Course-Add Fee	\$	<12 Months
142. Lab-Intensive Major Fee	\$	<12 Months
143. International Student Fee	\$	<12 Months
144. Automatic Textbook Billing	\$	1–3 Years

Convenience Fees

145. Tuition Installment Plan Service Fee	\$	<12 Months
146. Early Move-In Fee	\$	<12 Months
147. Early Registration Fee	\$	<12 Months
148. Lifetime Transcript Access Fee	\$	<12 Months
149. Lifetime Alumni Membership Fee	\$	<12 Months
150. Latin Diploma Fee	\$	<12 Months
151. Sustainability Fee	\$	<12 Months
152. Late Payment Fees	\$	<12 Months
153. Health and Wellness Center Fee	\$\$	<12 Months
154. Differential Housing Rates	\$\$	<12 Months
155. Credit Card Convenience Fee	\$\$\$	<12 Months
156. Residency Requirements	\$\$\$	3+ Years

For case studies and detailed guidance on evaluating and prioritizing these tactics, see the full [**Alternative Revenue Playbook**](#).