

1. Record Nr.	UNINA9910459831203321
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Titolo	Revenue generation strategies : leveraging higher education resources for increased income / / Jeffrey W. Alstete
Pubbl/distr/stampa	Hoboken, New Jersey : , : Wiley, , [2014] ©2014
ISBN	1-119-04914-8 1-119-04915-6
Descrizione fisica	1 online resource (287 p.)
Collana	ASHE higher education report, , 1551-6970 ; ; volume 41, number 1
Disciplina	378.1
Soggetti	Education, Higher - Finance Universities and colleges - Finance Nonprofit organizations - Management Revenue Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Cover; Title Page; Copyright; Advisory Board; Executive Summary; Foreword; An Introduction to Revenue Origins and Changes; Need for Revenue; Established Income Sources; Recent Disruptions and Opportunities; Academic Programs for Generating Additional Income; Noncredit Academic Programs; Credentialing and Certificates Programs; Degree Completion and Upgrade Programs; Partnerships, Alliances, and Joint Ventures; Study Abroad Programs; Branch Campuses; Online Distance Education; Nonacademic and Auxiliary Opportunities; Maximizing Facilities Utilization Other Alternative Revenue Sources, Grants, and Outsourcing Technology Transfer; Strategic Considerations for New Income; Budget Planning Options; Contemporary and Developing Approaches; Conclusion; References; Name Index; Subject Index; About the Author; End User License Agreement
Sommario/riassunto	Achieving successful financial viability by broadening revenue sources is one of the most important issues facing colleges and universities today. Increasing operating costs, along with the reliance on traditional

student tuition, government support, and philanthropy, are challenging universities. One way administration leaders and faculty are meeting this challenge is to establish supplemental revenue streams from a variety other sources such as: continuing education, credit and noncredit certificates, degree completion and upgrade programs, study abroad, domestic and international branch cam
