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| 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<br>Other Alternative Revenue Sources, Grants, and Outsourcing<br>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

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