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Autore	Teppe, Julien
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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 campuses