

# Creating an Entrepreneurial College: Developing New Revenue Streams

1. Emeritus College	For seniors, college graduates, those wishing to learn a new language, study abroad, pursue area of interest, life-long learning. Retired baby boomers interested in personal finances, wine making, culinary, fitness, health, legal issues, etc.	<i>Launch pilot at Merritt College with Fall '08 wine seminar in partnership with Wine Connoisseur magazine.</i>
2. Contract Education	For private sector and government employers wanting to improve employee skill sets.	<ol style="list-style-type: none"> <li>1. <i>Ron Jones is developing Laney Business Department template.</i></li> <li>2. <i>Solicit instructors for ideas</i></li> <li>3. <i>Bring consultant on board to create contracting out strategy</i></li> </ol>
3. Fee based classes	Many of our programs have the potential for short, specific focus classes that students would pay a fee to attend (e.g. Apple Operating System/Home Improvement/Culinary, etc.)	<ol style="list-style-type: none"> <li>1. <i>Create template for creating fee based classes.</i></li> <li>2. <i>Solicit instructors for ideas</i></li> </ol>
4. Philanthropy, Foundations and Grants		
5. Asset Based Revenue	Merritt, COA, and Laney have facility spaces that are not used and need review. An example might be the Merritt soccer field; are we getting fair market value for assets we have?	<i>Create list by campus of facilities and grounds that could generate new or expanded revenues, and develop business plan and marketing strategies.</i>
6. International and Out of State students	We can generate a lot more money here, as visa laws are opening up. Housing is needed. Could charge for nursing students. Don't want to lose money on those programs. Low criteria on this program from Sacramento. Yosemite CCD has a program with Sujo China, with factory and student exchanges, and patent opportunities in International distance ed. Out-of-state recruitment is also needed. UCB (or UC campus) and Cal State East Bay are very compelling rewards for out-of-state students, and we are a great entry point. An honors program could help with this. UCB was not receptive to this idea, unless an honors program is attached. UC Davis is very positive to receive our students. We are also recruiting friends and family abroad, as they can be housed by the friends and family here, or faculty/student exchange programs.	<p><i>Create overall strategy:</i></p> <ol style="list-style-type: none"> <li>1. <i>Specific countries we should market to.</i></li> <li>2. <i>Encourage PCCD employees to market to friends and family in other countries.</i></li> <li>3. <i>Develop marketing/outreach to out-of-state students.</i></li> </ol>
7. Distant Learning		

8.	Property development.	e.g. 35 acres at Merritt/19 acres where district office is located, etc.	<i>Inventory available sites and host dialogue to brainstorm potential.</i>
9.	College for Teens – middle to upper income teens in the summer that want enhancement, to get a head-start on college.		<i>Put planning team together to evaluate this proposal for launch next summer.</i>
10.	Expanded Summer Youth Programs	Music/art/sports/science, etc.	<i>Same planning team as #9 could review this concept.</i>
11.	Commercial events on campus	E.g., host wedding on Merritt Campus.	<i>1. Need to develop a planning template for this activity.</i> <i>2. Each campus needs to identify potential for this.</i>
13.	Electronic Billboards	Similar to billboards near the Coliseum.	<i>Jeff Heyman will flesh out the potential.</i>
14.	Bookstore and other possible entrepreneurial ideas.		