

**KANSAS STATE UNIVERSITY
BUDGET INITIATIVE
BUDGET REDUCTION SUGGESTIONS**

#	Budget Initiative
REVENUE GENERATION IDEAS	
Distance Education/On-Line courses	
1	Emphasize and support more distance education.
2	Add distance students to current on campus classes.
3	Be more aggressive in developing online, media-centered course materials
4	Properly incentivize faculty members to produce more on-line undergraduate and graduate level courses.
5	Office of the Provost Administrative Committee on Planning Recommendations for creating greater efficiencies and budget reduction strategies Part I 5. Create an online course to help more faculty members than are currently served through face-to-face classes to develop online courses.
6	Continue to offer distance education degree options (undergraduate, graduate and doctorate) for both in-state and out-of-state students at the same per credit hour rate (as is currently the practice). Increase the number of these degree offerings as 100% online (including for doctoral degrees), as well as develop alternative measures for graduate and doctoral admissions (such as a GRE/GMAT waiver for applicants with a higher GPA than the base GPA required and/or a longer, more specific personal statement in lieu of the GRE/GMAT exam, etc.). In addition, establish rolling admissions for all such distance education degree programs. In some other states in the U.S., publicly funded university systems have closed to all new applicants and withdrawn admission to previously accepted new students in order to manage budget deficits from lack of state funding. Many of these universities had not developed award-winning distance education degree programs in past years (in the way that K-State has) and now cannot serve the students who have prepared themselves for university study (by completing college prep courses in high school and/or have graduated from community college and need to transfer to a four-year university). K-State's proactive, forward-thinking approach is admirable! Keep up the good work and please continue to forge ahead swiftly to meet the fast growing need of students.
7	I propose that opportunities for budget reduction be examined in the following areas: Investigate the use of more online courses where appropriate.
8	Offer more online classes Cut down time on campus where prof only meets with students a few times a semester and there is real interaction. There is no reason to make students come to class only to watch a powerpoint, when there is no discussion or interaction going on.
9	Encourage more online education to reduce need for classroom space, which will save energy and lower maintenance costs. It's also likely to increase enrollment, since many alternative students are looking for these opportunities now. Why let University of Phoenix get all the money?!
10	Expand distance education program and make it a profit center
11	Increase all distance education
12	Establish more distance-based Master's programs
13	Increase the number of Distance degree programs
14	As distance programs expand, we must make sure we have adequate faculty resources to provide for a quality program. New distance programs must be thoroughly examined regarding the cost of faculty. This is particularly important in graduate distance programs, as graduate faculty must be teaching the courses.
15	Arizona State University has had a lot of financial success by offering specific distance certificate programs and master's of engineering degrees. One part of this is the Six Sigma programs that offer Green Belt and Black Belt certification. I have served as a TA for the Green Belt certification, which involved a series of recorded class sessions, homework, a project, and a final exam. The Black Belt certification is awarded along with a graduate certificate in statistics. Required courses include Design of Experiments, Linear Regression, Advanced Quality Control, Six Sigma Methodology (taught by local master black belts and black belts from industry), and a Six Sigma Capstone Project which applies the tools and approach to solve a business problem. This type of program may be a perfect chance to start interdisciplinary relationships between the industrial engineering department, the management department (specifically the Operations group), the statistics department, and continuing education. The cost for students in the certificate programs is around \$3000 for a 3-credit-hour course. On campus students must pay and additional \$1200 to regular tuition fees to be in an online section of the course. (Capstone is only offered online now.) More information can be found by exploring options at http://engineering.asu.edu/extended . Green Belt certification and other options can be viewed on the left-hand menu under 'Non-credit and certifications.' These programs have proved to
16	Give the Colleges more control of the Distance Learning programs to trim DCE. Perhaps the savings could go to hiring additional faculty so that teaching distance classes is not done on an overload basis. The current overloads make distance classes unattractive to junior faculty working for promotion and tenure with scholarship interests and expectations. Time taken from scholarship results in potential financial loss to the university as well (e.g. less time for grant writing). If not done on an overload basis, the quality of classes may improve.
17	Consider emphasizing the growth and development of distance education courses and programs. The necessary infrastructure, resources, and expertise currently exist at K-State and, if wisely targeted and implemented, these programs can generate significant revenue.

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18	Should distance, online education be integrated? Why go through a middle-man? That adds more costs for student and less revenue for university. We could offer courses in curriculum online and reserve face to face for most. Why should faculty take a ?cut? or get paid less for teaching an online course? Explore hybrid classes (part online, part traditional). This could make efficient use of space and (faculty/student) time. Delivery of content could be both online and in classroom.
19	Faculty should be encouraged to teach distance learning courses and to use Develop Reserve Account (DRA)funds from distance learning courses to fund graduate students to assist with and to teach distance and on-campus courses.
20	Develop on-line courses that can be marketed nationally/internationally. Define appropriate faculty incentives to stimulate program development.
21	Develop more and/or new on-line programs beyond current curriculum to generate new revenue funding source. Along with this develop incentives for faculty to participate in such high demand areas as teaching on-line courses.
22	In terms of revenue generation, K-State has a pretty good system in place for developing and offering short courses and distance learning classes. That should continue to be encouraged and expanded. However, there also needs to be some quality control in terms of content delivered by faculty and knowledge gained by students. At this point in time, no standard seems to exist on campus that defines either which may stymie future course development efforts.
23	Consider emphasizing the growth and development of distance education courses and programs. The necessary infrastructure, resources, and expertise currently exist at K-State and, if wisely targeted and implemented, these programs can generate significant revenue.
Establish New Fees	
24	Revenue generation: Charge laboratory fees for science classes that include a laboratory section. The cost of delivery of a lab science course is significantly higher than a lecture-only course and many universities assess laboratory fees to cover these costs.
25	Create Laboratory Fees for Arts and Sciences (they exist in Distance Education)
26	Or for you guys to focus on getting more majors at K-state salina, make it more than just a technical college. There is not an art major on salina campus which makes those students with a passion for the arts go to Kansas Weslyn for thier art program. Suggesting more majors such as an art program will allow more students to attend the salina K-State campus which insures K-state budget a higher increase because of the increased students who would apply to that major. It may mean that another couple teachers are hired but it will increase more revenue then just cutting associate majors. Thanks for reading my suggestion.
27	The ability to charge class fees in the natural sciences would be enormously useful. If we could offset these new fees with cost reductions to the students elsewhere, they might accept the idea. A possible way to do this would be to switch from conventional text books to e-books. I am doing this now in my physics class, and I have reduced the textbook costs to students for the year from ~\$200 to ~\$50. The idea would be to capture ~\$50 of that cost savings for the department. This would not work in all departments, but in my view it would work for nearly all math and science classes.
28	Charge lab fees for all laboratory classes. I understand that we are one of the few schools to not do this.
29	Equalize the tuition and fees across the University. If the Colleges of Business or Engineering need a surcharge for faculty salary enhancement or lab fees, why not charge the same for all students and allow that to be used for faculty salary enhancements, budget relief, and/or lab fees in all Colleges
30	We strongly support a per credit hour fee within the College of Arts and Sciences, as a way of enhancing revenue and placing the College on a more equal footing with other Colleges that already incorporate such fees into their budgets.
31	create a per-credit-hour fee for College of A&S to generate new funds
32	Implement Laboratory Fees
33	I recommend that lab fees be assessed. In the sciences, our teaching labs are falling woefully behind even minimal standards, but there are no funds to upgrade the labs because so few funds are available on campus for such needs. Also, many labs require expendable supplies or travel, funds which are not available in most science department budgets. At present, many faculty use research equipment and facilities acquired from grants in lab exercises for upper division courses to get through bottlenecks, but this is neither sustainable or ethical. Lab fees would provide a source of funds to solve all of these problems.
34	Implement Laboratory Fees as requested by departments.
35	The college of A&S needs to levy instructional fees equivalent to those of the other colleges.

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36	Consider instituting an application fee for graduate students applying for non-degree and/or graduate certificate programs. Currently a base fee of \$40 for domestic and \$55 for international graduate students is charged for each graduate application. No such fee is currently charged for graduate students applying for non-degree and/or graduate certificate programs. For the 2008/2009 AY, approximately 400 non-degree and graduate certificate programs applications were received and processed. Although a small fee on these applications would not result in huge revenue, it would provide some support for the academic programs and the small Graduate School operating budget.
37	Consider offering more courses online as a retention strategy (for those students who prefer that learning environment vs. face-to-face).
38	Recruit more international students/increase tuition prices.
39	Give education away for free, but charge graduates a percentage of future earnings.
40	Consider emphasizing the growth and development of additional intercession courses to generate additional tuition revenue.
41	Consider instituting an application fee for graduate students applying for non-degree and/or graduate certificate programs. Currently a base fee of \$40 for domestic and \$55 for international graduate students is charged for each graduate application. No such fee is currently charged for graduate students applying for non-degree and/or graduate certificate programs. For the 2008/2009 AY, approximately 400 non-degree and graduate certificate programs applications were received and processed. Although a small fee on these applications would not result in huge revenue, it would provide some support for the academic programs and the small Graduate School operating budget.
42	Should the University be in the business of selling student supplies, etc. that would bring income to the University (including texts)?
43	Make student accounts for lab printers rather than having "free" printing in the labs.
44	Have students pay for Internet access in dorm rooms
45	We should charge \$5 for each password change after the password deadline has passed. This will help generate revenue and encourage folks to change their passwords on time.
46	Increase tuition
47	Stratify tuition (lower cost tuition for the first courses, higher for the upper division courses)
48	Program-dependent tuition (Engineering tuition could be higher than English, etc.)
49	Waive out-of-state tuition for the first year
50	Change tuition structure so that professional school students pay more (Engineering, Arch, etc.)
51	Increase the charge for the use of the Powercat Logo with the revenue flowing to the Academic side of the University
52	Levy a lab fee in all colleges where such a fee does not already exist.
53	A suggestion would be to have the graduating students purchase their own honor cords when they buy their academic regalia...this could save the University~\$15,000 dollars per year.
54	To generate revenue, K-State should charge a rental fee to all the testing companies that use our general use classrooms on Saturdays to conduct testing. Most colleges charge for this type of use of space; only a handful don't. This represents what I would think is a substantial utility expenditure because they test at least once or twice a month, utilizing large general use rooms.
55	Consider renting (short term and/or long term) currently un-used space (office, lab, storage, etc) at any of the K-State property locations.
56	College fees.
57	Technology fees.
58	Charge Extension fees for services
59	Dual level tuition (lower level classes priced to compete with Comm. Colleges/upper level classes at what they cost.)

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60	These suggestions were generated in a Brainstorming session by CCOP and EXCOP in the College of agriculture. Establish a pay as you go system for facilities such as greenhouses, laboratories, and buildings. How much space is not use productively because squatters? rights occur but if there was a charge for it could be more productively utilized freeing space constraints?
61	Assess a fee for exhibits on display for vendors or waive the fee if vendor sponsors an activity or makes a donation to the college.
62	Consider renting (short term and/or long term) currently un-used space (office, lab, storage, etc) at any of the K-State property locations.
63	I propose that opportunities for budget reduction be examined in the following areas: I also propose that the university investigate the application of surcharges for enrollment and other areas -- and user fees wherever appropriate. Thanks.
64	Reduce # of days before 100%, 75%, etc. refunds to drop courses. Parking: Increase costs on prime-campus parking for students to discourage parking on campus. Keep prices affordable for staff. Students should park at Bramlage and shuttle to classes. Offer a clean-diesel bus service for off-campus (Bramlage and city) parking. Need in-state tuition offered to KC metro residents who are from Missouri. ?Allow fees for other studio courses so that programs across campus are ?equalized?. For example, Architecture and Business can collect special fees but Interior Design and Apparel Design cannot, even though those programs also cost a lot to operate. Another option would be to 'tax' the programs that are collecting fees and distribute the taxes to similar programs to equalize the dollars. Kent State University has a structure similar to this. The programs that are bringing in more money are 'taxed' to help support those programs that have fewer supportive dollars. Better articulation agreements with community colleges so we can rais our qualified admissions. ?Take lessons from other institutions to see how they operate!
65	To Enhance Funds: (1)Apply laboratory fees. (2)Apply technology fees. (3)Increase overhead on grant applications.
66	Charge Lab Fees for certain courses on campus.
67	We should consider adding fees to every student in every college, and using the additional funds to hire or back-fill faculty and staff openings. 2. We should consider a small student fee that will be used to address campus infrastructure issues. This money could be then used, along with a one-to-one alumni/donor match, to address critical campus infrastructure issues. I would further suggest that this be done for a fixed number of years as opposed to a permanent fee.
68	Although one of the principles of this process is to not levy additional fees for programs, it is lop-sided that colleges like Business and Architecture have been permitted to do so when other programs that have similar structures (lower faculty to student ratios in studios) have been prevented from having the same options. Students pay more for Continuing Ed. Classes - why can't more classes be based on the 'cost to provide them' basis?
	Solicit Grant Funding
69	Give faculty bonuses for bringing in outside dollars (perhaps a sliding scale where bonuses depend partly on the percentage of full overhead received). This costs money, but it increases the willingness to bring money in. Require that follow-up grant submissions be made before faculty can receive the final 50% of university and college faculty research development grants or start-up packages. The point of college and university faculty development grants and start-up packages is to jumpstart research. Make sure it actually is jumpstarted with actual grant submissions before all the money is given to the faculty member.
70	My ideas are more in line with the first goal; externally funded research should continue to be a high priority. I believe that we have much greater potential to increase funding level. Some creative ways may stimulate interest in faculty to write more grant applications to federal agencies. During these difficult financial times (and other times as well), a faculty member is more likely to consider writing additional and competitive grant applications if he/she also gets a financial incentive for securing funding. For example, a portion of indirect costs generated by a research grant is offered as an incentive to the faculty member (which is commonly done in many universities), faculty are more likely to submit more proposals. Secondly, there should be an additional financial incentive for generating faculty salary through a grant. Faculty salary recovery can be one of the very good mechanisms to generate revenue (which will be additional to the indirect costs generated). K-State can consider implementing a policy to recover a portion of the salary at a department level and if a portion of the faculty salary generated from a grant is also given back to the faculty, the number of grants requesting faculty salaries can be significantly increased.
71	Begin providing tuition waivers for 0.5 graduate research assistants. It is hard to compete for graduate students with other universities when they provide this. High quality graduate students bring ideas and do high quality research. Their research and ideas leads to grant proposals that bring in grant dollars.
72	Better faculty salaries will increase talented faculty retention. Talented faculty usually get larger research grants. External funding for research has been identified as one of the priorities in this difficult times. If financial exigency is ever declared, I really don't want to see a small academic department regarded as unproductive, close it down while keeping a redundant administrative unit untouched.

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73	Increase staffing level and overall level of support from the grants and contracts office. As a University we still have an amateurish approach to grant fund generation. Grants and Contracts must be more proactive - they need to be approaching faculty with the message 'what can we do to help?'
74	Increase grantsmanship incentives by doing a major overhaul in controller's office to facilitate faculty accomplishing project needs rather than constantly inhibiting this effort. This office needs to be completely redone as it has discouraged many from doing more grant work. This is a big deal and affects a lot of \$ we could otherwise be going after.
75	Get more grants
76	Develop grant writing services to increase probability of proposals being funded
77	FOLLOW THE MONEY. Target federal research agencies that are still flush with cash. Biomedical engineering departments can, for example, look to the National Institutes of Health, which has enjoyed large increases. "Master's and Ph.D. programs should be submitting training grants that can then support the costs of students," says Raymond L. Winslow, director of the biomedical engineering Ph.D. program at Johns Hopkins University in Baltimore.
78	As guiding principles, we suggest that K-State should not sacrifice quality as we look for efficiencies and budget reductions and that we should be mindful that some things are inherently not cost effective but are necessary for a comprehensive, student-centered, Land Grant research university like K-State. Recommendations (not in rank order) 1. Encourage units like the Division of Continuing Education that have used seed grants to good advantage and have exemplified entrepreneurship successfully.
Enhance Parking Revenue	
79	One way to increase revenue, at least for Parking Services, is to enforce parking regulations. It appears to be a rare thing to enforce parking rules at the Foundation Center. I have complained to Parking Services before and did not get far. Their excuse is that the Foundation has visitors and will not let them ticket their visitors. However, there are numerous people who work in the building that park in visitor parking everyday and have for years. Also, people park in visitor parking and then ride the shuttle to campus. People even park in the lots posted as a permit being required. It appears that since we are not on campus our lots are not important enough to monitor. Too bad we are not charged any less to park out here. Revenue could be increased by ticketing violators and by increasing the number of parking permits that are sold.
80	Borrow' money from Parking. They are OUR version of a CZAR system.
81	It may not seem like budget reduction, but it can turn into a money maker. I understand the reason for stopping the shuttle route between the union and the Rec center, it was hemorrhaging money. However, why not charge a bus fee? Take the cost to run the shuttles you have just sitting around- or being used to make more runs to the Edwards campus- and divide it by the average amount of students who took the shuttle. I know from personal experience there were many times throughout the day where you would have to wait for the next shuttle, even two, because the shuttles were so packed. Add in a profit for K-State and sell the passes. Either monthly, by semesters or even add a 'discounted' yearly pass. I know I would be willing to pay \$50 or possibly more a semester. Multiply that by the amount of students who have been forced to walk, bike, or stay on campus for hours waiting to catch a ride and Bam. Instant income.
82	Reducing the need to cut funds from programs that deserve it.
83	Develop and/or enhance campus shuttle service. Consider charging a small fee to users of the shuttle.
84	We suggest considering an increase in fees associated with parking on campus, with the provision that those fees be returned to the University as part of the general operating funds. Parking permit fees at K-State are low compared to most other universities. Increasing our fees to a comparable rate could both increase revenue, and reduce the number of people driving on campus.
85	Understanding a supply and demand curve - \$600 for a parking pass and you only sell 300= \$18,000 versus \$300 selling 800= \$24,000. If the goal is to make money, you also can't price the produce beyond what the market will sustain. There needs to be a better reality of what employees can feasibly afford seeing as how all of the other expenses of living in Manhattan are also going up (sales tax increase to 7.55%).
86	Raise the fees for parking and parking tickets, with the additional revenue generated going to the university rather than to Parking Services.
87	Walking campus/community and bicycle paths. Close parking.
88	Increase campus parking fee; offer incentives or parking spaces for car-poolers.
89	Charge more for on-campus parking, this will solve both the parking problems and generate more revenue - I would suggest doubling the cost for normal stalls as well as doubling reserved parking fees.

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89	Charge more for parking permits except for employees making less than \$40,000/year. Keep their parking permits at or below the current cost. Yes, I do think faculty making more than \$40,000/year and all students should pay more for parking. We are not charging anywhere near the real cost for parking. While it can be considered a benefit to subsidize parking, I think we should try to discourage parking on campus and this is one way to do it. I was a student who mostly supported myself throughout my college education and I chose to live close to campus to avoid buying a parking permit--current economically-challenged students would do the same. There are alternatives to parking on campus.
90	I suggest that parking fees be raised (50%?) and that these extra funds go to the university general fund, not to the parking fund. Parking at KSU is not very expensive.
91	Require night students to pay for parking
92	Sell designated parking spaces all over campus. Not just the reserved that you have to get special permission for from the department head and dean. But let me pay a little more and have a designated parking spot on my side of campus. Not everyone is going to want to do this, but some would. You worry about my stress level and health, but I don't want to leave campus during the day for lunch or appointments because I won't find another parking spot. I don't need one next to the building- just in my large parking lot would be good. (I need to have my eyes checked but I don't feel like I can leave because of this.)
93	While I am, as a lower paid faculty member, against paying any fees to park where I work, I would suggest, temporarily, a differential parking fee, charging a higher premium to park during the day in the current faculty lots and a lower fee for those using the limited shuttle service. I imagine that many will opt to pay the higher fee than to be locked into the shuttle schedule. (As an aside, the hours for the shuttle need to expand, or be shifted by at least 1/2 hour at the end of the day, as those of us who may have late afternoon meetings, can not use the shuttle on those meeting days with the last departure from the union at 5 PM.)
94	Increase revenue by issuing more traffic violations for crossing streets away from crosswalks, bicycling on walkways, etc. Reducing the violations will also increase safety. Win-win!
Miscellaneous Generating Revenue Ideas	
97	Online advisor to work with a student when they are considering dropping a course, etc.
98	As a leading institution of higher education, K-State has a number of renowned faculty and staff. One model that Stanford University uses is to charge companies that access their 'brain trust' a certain amount of money (\$20K per company) based on information I had which is several years old. This gives them heightened access to the high-demand faculty...and doesn't really promise or guarantee anything...but does give them some access and cachet. I think actual collaborations may entail other costs. This is probably an unusual proposal for a land grant institution compared to a private institution...but this is one idea.
99	Ask our artists to perform for money (and keep it!), sell more art!
100	Be more aggressive in pursuing alumni for non-sports related events!
101	Reward online innovation and teaching.
102	Become entrepreneurial with professors? and university intellectual property.
103	Earmark research funding to operational efficiency/environmental/technological research for campus efficiencies.
104	Encourage more faculty entrepreneurship - 9 month appointments is a GREAT way to provide incentive for faculty to go compete for external dollars - we need more faculty competing in this arena. They can, if they only will.
105	Sell services of faculty (consultants)
106	Use the labs to test items
107	Give better incentives to faculty and staff for extra work related to growth in graduate education programs, especially in interdisciplinary programs.
108	Allow Community College dual admission
109	Interdisciplinary programs can generate revenue ? focus more effort on developing new interdisciplinary programs
110	Do not cut graduate programs, as they are very critical to our reputation and ultimate academic success. We should not increase funding to undergraduate programs at the cost of the quality of graduate programs
111	These suggestions were generated in a Brainstorming session by CCOP and EXCOP in the College of agriculture. Establish a bonus program to reward faculty who bring revenue into the University. Currently little incentive exists for faculty to be creative when all revenue generated goes to the University

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112	I think the university should consider the retention of students until they matriculate as its number one mission. And if the requirements for good academic standing were less punitive, this might be one way that could be accomplished. Specifically, I am discussing transfer students from accredited community colleges. Here is my discussion and rationale: For a number of good reasons, students choose to go to a community college and then desire to transfer those credits to a four year school. But many times they are hampered by few choices in their curriculum. They may get 48 or so hours done in two years but those hours are not likely to be a perfect fit for many degrees. This means that young people that have been in the smaller school environment come into KSU with a disadvantage. They have to meet the high cumulative gpa's because they have accumulated hours from both the community college and KSU. And they have to take more than 12 hours to get caught up on their plan of study, so they are burdened with more hours than some of their counterparts. It seems unfair that if they were measured strictly on the hours they took at KSU, they may still be in good academic standing but they are measured on a different scale. Unfortunately, the gpa's don't get worked in (and I understand that) but the hours that transfer in are counted against them. So that is my opinion. If we were to keep those students attending (with academic assistance) then they could
113	<i>New Certificate Programs:</i> Academic units develop new online certificate programs that could move students into a new online master's degree.
114	To increase revenue: the course schedules are not very clear to the general public just wanting to take some evening classes. Is there a place to find just the evening classes that are offered?
115	Relative to the request for ideas to reduce spending, I offer the following. I applaud the efforts to save; however, we may have some opportunities to receive additional funding. Specifically, we have programs that uniquely serve the industry that are our clients. For example, our distance education program in Food Science is the only one in the U.S. That program is being heavily used by the food industry. Because "we have the only program of its kind" and we have already demonstrated demand by the food industry should we appeal to the food industry at large to help expand our capabilities to educate their employees? Revenue would not only be due to increased enrollment, but we should explore additional investment by the food industry because they can partner with us to enhance the scientific competence of their workforce. I am willing to discuss this further.
116	More undergraduate students from foreign countries
117	Increase total enrollment
118	Get more endowed positions.
119	Provide tuition waivers for GRAs. Good grad students bring in ideas and do the research needed to get grants. The universities that we compete against offer this, making it tough to get the best graduate students
120	university/hotel partnership (revenue)with College of Human Ecology
121	Consider emphasizing the growth and development of additional intercession courses to generate additional tuition revenue.
122	For KSRE revenue generation - I would like to see the Extension system offer Home Health Audits. This would include an energy use and cost savings assessment, radon test, lateral field test, well water test, indoor air quality assessment, food safety recommendations, or similar packaging of services Extension now offers separately for free. Assessments or samples can be collected, sent in for evaluation, and then the results and additional information can be packaged in a report, and the agent can deliver it back to the homeowner with a decision-making guide of alternatives (for example: adding x amount of insulation may save you between \$x and y per year), information, resource links, and a KSU refrigerator magnet. While Extension already provides much of this in fliers, bulletins, and publications - I think delivery of this type of specialized service with a package deal could be valued at \$250. This service could even be offered as a pre-sale home assessment that demonstrates it has the KSU home health stamp. This may increase the public appreciation and valuing of Extension also. Probably not a huge income generator, but a needed service for a fee. That's it for tonight.
123	bring new programs to the Salina campus, i.e. Leadership Studies minor/major (one of the fastest growing degree programs in Manhattan).
124	Currently we have no telephone survey lab (cady lab). These labs allow social scientists to conduct telephone survey research in a cost efficient manner. We could generate revenue both through fees and extramural funding if we invested in such a lab. Within the past three years extension services had to outsource such a project because we did not have the capacity to do it internally.

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125	If not already done, analyze programs offered by KU, Wichita, Emporia, Fort Hays, etc. and strengthen programs we offer that they do not, and/or offer new programs they do not.
126	Explore option for a recruiter(s) to target the non-traditional students as well as the Community College transfer that may be centralized but work with all units on campus.
127	Kansas State develop a plan and implement it to address individuals holding an associate's degree and help them move toward completing a bachelor's degree.
128	Military Audience: Develop appropriate degree programs (on campus and online) that will attract military members and their families to K-State
129	It is critical to recruit interested students to the right programs for their interests/skills from the very beginning, and students who are less likely to drop out. Better train 1st line contact personnel (e.g. Admissions representatives and Campus Visitation personnel). Do better match of students and potential career. Recruit more heavily in KS areas that have growth, money, and high ACT/SAT scores such as Johnson County or along I-70 between Manhattan and KC.
130	Fix cash flow by generating revenue not making cuts for a service oriented group like the University is; we should focus on things like getting more Ft. Riley personnel, distance students, etc. to take courses.
131	Consider whether recent initiatives for recruiting students from overseas are worth the investment. Efforts within the United States could help student recruitment and recruitment of a diverse student population with reduce cost compared to overseas recruiting efforts.
132	Provide tenths to departments for actual advising time so that departments can track students and help them stay in school.
133	Increase the retention of students
134	Sharpen our focus on retention as a revenue generator - all Colleges and Departments should use the 5 week freshman grade policy for tracking all at risk students - Bring all freshmen in for 3-day program prior to the start of the fall semester - Include funding for undergraduate students in research grants as a way to retain the top students - Increase scholarship programs and examine discounted tuition as ways to assist our ability to attract and retain better students
135	Attempt to extend retention efforts to include students currently enrolled in some KSU courses. Currently, students cherry-pick courses, often selecting community college courses that they enroll in concurrent with their KSU enrollment, thereby relying on KSU only for smaller, majors classes (presumably more expensive endeavors for the university to offer) while relying on discount community college courses for their general education courses (the very courses which allow us to more economically deliver credit hours due to larger class sizes, etc.). To date, we've focused retention efforts on preventing students from transferring away from our campus; recognizing the economic drain through concurrent enrollments in both community college and our own campus courses could provide new revenues. Continue efforts to attract international students to our campus. As a source of tuition money, this is an unexhausted possibility; it has the additional benefit of contributing to our own campus's multicultural nature (especially important at a time when many of our own students will not be able to afford the experience of study abroad, no matter how much we might wish it for them). It is essential that colleges currently lacking student fees be encouraged to identify appropriate fee amounts and apply those funds to college-specific needs. Currently, only a few colleges have access to this source of additional funding, and it must be available to all who would put it to good use.
136	Provide tenths to departments for advising time so that departments can track students and help them stay in school. Hold departments not meeting goals accountable for problems with retention. Departments retain students, not central administration. Reduce duplication by central administration, except for emergency situations, in this area and provide the resources to departments.
137	Lower financial requirements for the admission of international students
138	Increase recruiting/number of out-of-state students
139	Provide a one-stop customer response area for returning or transfer students to be sure they are put in contact with the appropriate individual(s).
140	encourage faculty to seek revenue generating engagements.
141	<i>Residency Requirements:</i> Explore how to relax residency requirements, especially for surrounding states to attract students from those states as the rural Kansas population decreases.
142	Complete development and implement a Veterinary Technician Certification/Education Program. A demand exists for this program and we have the structure and equipment to accommodate such a program with little startup or investment needed. And, this will generate a new revenue stream to the College.
143	A revenue generating idea: Provide incentives to colleges and departments who propose and enact new programs that utilize existing courses and/or resources. For example, we might be able to offer a masters degree and teacher certification in elementary education that utilized, for the most part, existing courses and resources. That's just an example--there may not be a suitable market for a program like that in the greater Manhattan area.

**KANSAS STATE UNIVERSITY
BUDGET INITIATIVE
BUDGET REDUCTION SUGGESTIONS**

#	Budget Initiative
REVENUE GENERATION IDEAS	
144	A revenue generating idea: Take advantage of our close proximity to Ft. Riley to design and support programs that help our troops attain their educational goals.
145	A revenue generating idea: Although we are at near capacity for serving undergraduate students, in my view, we could grow many of our graduate programs at little expense. Many graduate courses and programs are small--what can we do to provide incentives to colleges and departments to increase their graduate enrollments?
146	Offer online classes for general education courses
147	The University should develop faculty incentives to develop new courses, especially on-line and distance courses
148	Faculty activity in Foundation development could be made part of an incentive program here at K-State that would encourage faculty to be more pro-active in this regard.
149	Allow more credits for life experience. Create a three-credit course for students who are developing portfolios that make a case for prior experiential learning. We are not flexible enough to compete with less rigid entities, such as the University of Phoenix.
150	Start expanding in the area where people who already have degrees want to learn a new trade or retool.
151	Do a better job of promoting individual faculty and their expertise, thereby encouraging students to study with a specific faculty member only available at K-State.
152	Good time to be expanding K-State, especially in Continuing Education. Cost of K-State courses is less than others. Also good time to be hiring faculty. Have to market harder, but in the long run it would do a lot to grow the university.
153	Win in court against various former members of the athletics department!
154	'Tax' athletics: enforce a modest increase in the price of athletic tickets (and greens fees at the golf course) with the increased revenue coming to the university's academic program rather than remaining in the athletic program. (Despite what some alumni may think we *are* a university, not a sports franchise.)
155	Place a revenue sharing agreement on all sports program donations.
156	Add a \$1 or \$2 'Support K-State' fee on every tick sold (athletics, McCain series, etc...) This money would then go to the K-State general fund.
157	Have the athletic program pay a portion of their income to the University to help support academic programs (not just scholarships for their athletes). Apply 'overhead' (formally 'facilities and administrative' charges) to the athletic program like that applied to grants for research and teaching - almost 1/3 of money brought in that can be used by the university generally.
158	Athletic department could sell services of coaches to high schools
159	Sell seats in the stadium.
160	Have the athletic program pay a portion of their income to the University to help support academic programs (not just scholarships for their athletes). Better yet, apply 'overhead' (formally 'facilities and administrative' charges) to the athletic program like that applied to grants for research and teaching - almost 1/3 of money brought in. Reallocate exorbitant salaries for athletics to faculty and staff - we recognize the importance of having good athletic teams, but salaries have gotten unrealistic. Have athletics pick up the cost of the band.
162	DCE should allow faculty to offer graduate credit for qualifying workshops, conferences, and seminars at a reduced rate. I administer several workshops, conferences, and seminars for K-12 teachers--many of whom need graduate credit to advance on the salary schedule. These professional development experiences are rigorous and content-rich and conducted off-site (we do not use KSU facilities). Although I am able to offer graduate credit to participants, most say they cannot afford the cost of the course. It is my understanding that other universities offer graduate credit at a reduced rate for these kinds of experiences.
163	<i>Program Development Funds:</i> Increase the funds available to the Division of Continuing Education to work with faculty to develop new courses/programs online to attract new audiences and meet the needs of K-State students.
164	I know some universities (actually insurance companies) reimburse peoples membership fees if they regularly use the universities' exercise facility (Rec. center, swimming pool, etc.) up to certain times a month. If our university can negotiate with our insurance provider about such policy, many more faculty, staffs, and their spouses may get their membership and exercise regularly. The university may generate a small amount of cash income, which can be used to hire more students or to improve facility; faculty and staffs will be more healthy and productive; and the insurance company may end up pay less for people's medical bill. Therefore, it is a win-win-win situation for all.
165	Charge for Cooperative Extension Services.
166	Consider establishing Extension Printing Services as a Regional Printing and Distribution Center for USDA information

**KANSAS STATE UNIVERSITY
BUDGET INITIATIVE
BUDGET REDUCTION SUGGESTIONS**

#	Budget Initiative
REVENUE GENERATION IDEAS	
167	Generate revenue through recycling
168	Develop a Grandparents Scholarship program with the KSU Foundation. Here is how it would work. Grandparents can contribute a scholarship for a specific student. An administration fee or a percentage would be retained by the KSU Foundation. The rest of the money would be given to a specific student. Example Mr. and Mrs. Smith's granddaughter, Kelly is a sophomore at K-State. They give the Foundation \$1,100 per semester. \$1,000 is given to Kelly as a scholarship. \$100 is retained by the KSU Foundation. Mr. and Mrs. Smith have made a contribution to K-State which is tax deductible. Kelly gets a scholarship from K-State which helps her in school and helps K-State. Grandparents like the idea that they have not just given money directly to the grandchild and have expectations from the child to go to college and do well. I think this would work very well. I have a daughter in college, she has grandparents from the 30's and I think they would be more willing to give money for a scholarship that was specifically for their granddaughter. They need tax deductions. They don't want to just 'give' their granddaughter money because they want her to 'work and be responsible' for the money. Another idea I have heard some grandparents do is they pay 100% of the last year of college for their grandchild. The idea behind this is that the student has went to college and been successful and the reward is getting their last year paid for. Maybe K-State should institute a program where there are
170	Sell Colbert Hills.
171	Provide more incentives for internal donations to K-State (e.g., Get corporate sponsors to match faculty contributions to KSU Foundation).
172	Revenue generation idea: K-state have their own hotel and dining restaurant. Each year, there are many academic visitors, such as speakers or collaborators, to k-state. We can recommend the department to use our own hotel and dining restaurant for the invited speakers.
173	Streamlined admissions process for non-degree seeking students.
174	I think that when the New Student Life Center on the K-State at Salina campus opens, it should be rented out/available during holidays/summers for tournaments. It could raise some funds during times that it gets the least use, so it wouldn't hinder student use, and garner awareness of our state-of-the-art facilities to youth. If a potential student came to use the facility during a volleyball camp or basketball camp, he or she would see how nice it was and remember it when it came to college application time.
175	Enhanced recruitment from out-of-state and from overseas. a. On-the-ground recruiting to programs K-State is especially strong in (e.g. Ag, Architecture, Biology, Mathematics,. . .) b. Soft-dollar scholarships to attract students. This might require BOR or even legislative approval, but there is no reason other than bureaucratic obstinacy that all students from out-of-state need to be charged the 'rack rate' out-of-state tuition unless there is a hard dollar match from a scholarship fund. Recruiting scholarships can simply be tuition reductions (down to a level which still generates revenue in excess of the cost to the university of an additional student, but below the 'rack rate'). Oh, and be willing to dicker with students over price.
176	Charge cell phone companies a fee to allow them to install cell phone towers on campus. Cell phone towers are much smaller than they used to be. They are now small enough to look like a flag pole or an electrical pole. I heard that cell phone companies have asked Kansas State University to install these towers in the past and were told no, because we had no way to receive these funds. I recommend that we contact the cell phone companies and offer to let them install cell phone towers on campus for a fee.
177	For three years, I have been trying to find a way to buy abandoned and un-needed K-State equipment, on an auction website. The websites I have visited, are not K-State specific. Is there one for K-State? As anyone drives around on campus, there can be seen all kinds of equipment, showing years' worth of leaves, hail damage and rodent damage. The old trucks that I have been watching, for three years are sitting in a parking lot, with weeds, hail damage and have been recently hit with BB guns. I have contacted Campus Security and they have no idea which department the trucks belong to, even though they have State tags. Are they abandoned and forgotten? Why doesn't the Upper Administration put out a memo to the Department Heads to encourage (or mandate) them to put old un-used equipment up for auction? To get them to take the initiative and actually do this, develop an "inventory tracking system", so that the donating-department gets back a portion of the sold asset. Put a time limit on it, so that abandoned and truly forgotten equipment can be given a red tag and eventually processed.
178	1) More commercialization of Axio. Package it with instructional design services. 2) Axio – start really trying to market it. SGA election system could be marketed.
179	Commercialize Axio Survey "Wildcat" System.
180	Market KSU's IT knowledge. Do consulting on iSIS.
181	University of Nebraska has a computer store run by the IT department and it funds the unit.
182	If IT were expanded to research computing, there is a lot of federal funding available for those efforts.
183	Enhance recruiting to increase the number of students

**KANSAS STATE UNIVERSITY
BUDGET INITIATIVE
BUDGET REDUCTION SUGGESTIONS**

#	Budget Initiative
REVENUE GENERATION IDEAS	
185	For as many of our programs and degrees as possible, publish a listing of courses at all of the community colleges in Kansas that would fulfill degree requirements. Maybe this has already been done?
186	Development efforts should be focused. Are proper incentives in place to reward effort by Development Officers? Are unproductive officers cycled out?
187	Advertise/market our opportunities for research including contract research.
188	Need processes where draft grant proposals are run by everyone involved so they can be vetted properly. Reduce internal protectionism. It would improve clarity and accuracy of submissions, making us more competitive in obtaining grants.
189	Include IT in grants. Establish procedures where IT is more approachable and thought of at the outset of the grant-writing process. Make clear what central IT services are free and what you have to pay for.
190	Strive for 0% failure rate on funded/awarded grants. If faculty do not deliver on the grants they receive, it gives K-State a bad name when it seeks future funding.
191	Establish a grant-writing support team.
192	Where does funding for grants go. Tap the IT component of grants already coming in and leverage it centrally. Work with us, and let us work with you. IT must be involved at the front end of the grant writing process.
193	Expand marketing venues, e.g. YouTube or Second Life.
194	Recapture low-level, high-enrollment students. Tiered tuition is one possibility; better marketing as to why taking the K-State course vs. another institution's course is the better thing to do. Continue with 2+2 programs.
195	K-State was offered money to put cell towers up and they refused because they were unable to accept money per current restrictions.
196	Rental of excess campus facilities to community organizations with purposes consonant with the university's mission.
197	Stop using business as donors and instead forge profitable partnerships.
198	I am an international student and I do not know well about budget reduction or revenue generation. I also believe educational organization should not care about profit or any kind of things relate with money. But I can provide some of my suggestions for that because school need to care about money little bit to provide educational service. Suggestions for revenue generation: Second, KSU can try to make KSU products commercially. KSU ice-cream is so good enough to sell in Wall Mart or any convenient store. Try to sell products and making profit. I mean not that KSU going to business company, KSU can provide ICE cream or Milk cheaper than other product to people. People can get benefit and KSU also does.
199	Develop relationship with Dodge City Community & SW Kansas.
201	What is the relationship of the union to the university? It seems like the union could be used to help generate revenues, e.g., would appreciate the option of scheduling small conferences at the union--many colleagues (often KSU alums) enjoy the opportunity to come to campus for continuing education activities and purchase items at the union. Is it possible to schedule professional conferences (20-40 participants) at the library as a different way to bring colleagues to campus while helping generate funds? (Shouldn't the new parking garage help in this regard?)
202	Increase commercialization of our knowledge and products
203	Name the school or department (sell the name of the department)
204	Sell the space on buildings for advertisers (billboards, banners)
205	Increase Revenue from Educational Activities
206	Market non-credit course modules (certificates)
207	Offer workshops
208	Increase the number of patents
209	Design and Improve the commercialization process
210	Develop industrial research partnerships
211	Do more applied research
212	Develop more industrial partnerships
213	sell industrial services
214	Sell unneeded land and equipment
215	Host conferences/camps in the summer

**KANSAS STATE UNIVERSITY
BUDGET INITIATIVE
BUDGET REDUCTION SUGGESTIONS**

#	Budget Initiative
REVENUE GENERATION IDEAS	
216	Increase scholarship, research, creative activity; all enhance the prestige of the university
217	As a means to generate revenue, we are proposing creating a K-State Developmental Assessment Center (KSDAC). An assessment center consists of a variety of testing techniques designed to allow individuals to demonstrate, under standardized conditions, the skills and abilities that are most essential for success in a particular job. Assessment centers are methods that consist of some or all of a variety of exercises, including in-basket exercises, oral exercises, problem analysis exercises, interviews, role plays, written report/analyses, and leaderless group exercises. Assessment centers are traditionally used for one of three purposes: selection/promotion, diagnosis, and development. We are proposing focusing on the third purpose, and creating a developmental assessment center aimed at skill enhancement through a variety of exercises and simulations and accompanying feedback. The KSDAC would be marketed externally to businesses and organizations within the surrounding community but would also be beneficial internally. The primary designers of the assessment center would be Drs. Culbertson, Fullagar, and Knight, of the Psychology Department. These individuals are industrial-organizational psychologists with training in assessment center methodology. They would design the exercises as part of a graduate seminar in which students obtain hands-on experience in the issues and necessary considerations for the design of an assessment center. The proposed KSDAC will benefit the department/college, university, and the community. Financially, the benefits are great. Depending on the level of the job, consulting firms frequently charge between \$5K-\$10K per participant to go through an assessment center, not including project management fees. Even with a substantially lower pricetag, the KSDAC could generate considerable revenue. There are also numerous non-monetary benefits. In addition to increased support for students and faculty, the impact on the department includes better attraction and training of students as the opportunity to build and work within an assessment center is a valuable experience for students. In addition, the impact on the university includes a potential partnership with career services to provide opportunities for upper-level undergraduate students to obtain experience participating in assessment centers as well as the developmental benefits. Also, the assessment center could serve as a strong public relations tool for the university in that the opportunities and benefits that would be provided to students and the community would only strengthen K-State's reputation both regionally and nationally. This KSDAC could also become an instrument for assessing academic leadership within the K-State community, potentially serving as an instrument to identify strengths and developmental needs of faculty, department heads, deans, and so forth. Finally, in terms of likely interest in the community for the KSDAC (and therefore likely success of such an entrepreneurial endeavor), the interest has the potential to be great among businesses in the region, from the Manhattan area as well as Kansas City, Topeka, and Wichita. Indeed, most consulting firms that offer developmental assessment centers to businesses are based out of (or have their Midwest offices in) Chicago, St. Louis, or Denver. In addition, these firms tend to charge considerably more than what we would need to charge in order to offer similar services while still being profitable. In a recent conversation with Kelly Burke, Director, Stores HR South at Payless ShoeSource, she said that they go to St. Louis for such opportunities, and would be interested in going through K-State if there was such a center in place that could be competitive.
218	Physical facilities and space usage:-Examine the usage of physical facilities and find ways to use them more efficiently, or generate revenue by selling/renting space on campus- Offer evening classes, 4-day class week, weekend classes, 8 week courses, online intersession in order to use space more efficiently, and to meet the needs of current and future students - Increase summer offerings to keep buildings occupied - Use Ag Experiment Stations to teach courses as a way to use the space more efficiently
219	Encourage departments/colleges to use social networking to connect with alums. More connection can lead to more alums giving back to the department/colleges.
220	Tax consulting dollars - I consult, so I am speaking from one who would be willing to pay a tax on this activity (e.g., 5% tax would not be unreasonable)
221	University auction of surplus stuff.
223	Market Call Hall ice cream
224	<i>Conferences:</i> K-State host and coordinate a Young Professionals conference in partnership with Leadership Studies and Kansas Chamber of Commerce. Multiple benefits would be realized.
225	Increase donations
226	Have professors/professionals manage foundation funds
227	promote return to ksu for retirement living by ksu aluims
228	Increase fundraising opportunities-contests/incentives.
229	Create policy requiring tuition waivers be included in grants when educational costs are allowed (in support of GTAs and GRAs)
230	K-State China, K-State India

**KANSAS STATE UNIVERSITY
BUDGET INITIATIVE
BUDGET REDUCTION SUGGESTIONS**

#	Budget Initiative
REVENUE GENERATION IDEAS	
231	Increase K-State licensed logo items revenue to academic portion
232	Work to increase military enrollments. How can we compete more effectively with other colleges and universities that want to attract these students? Is there a need for enhanced coordination among all KSU entities regarding our efforts with the military? Sometimes it seems that we are working less well with each other than we could.
233	High quality academic press.
234	Venture fund for new businesses in Manhattan
235	Reorganization - Academic If Olathe goes forward, treat it like a private university or DCE and charge differential fees.
236	<i>Olathe Campus:</i> Explore all opportunities to find the K-State niche.
237	Encourage all university administrators to teach at least one class each year. This single act would generate tuition revenue, excite the administrators through positive contact with our students, and provide a service to our students. Walt Disney encouraged all front office executives to put on character suits to greet the public at Disneyland. It kept the 'magic of Disney' alive and connected the executives to their key constituents.
239	In today's highly competitive market economy, the University needs to examine its own competitiveness. While the university is something of 'a place apart', some basic principles of a market economy may be appropriately applied. For example: The rates charged customers by 'monopoly' ventures within the university should be competitive (within reason) to outside service providers. In particular, telecommunication fees and in house construction service fees seem to be dramatically out of line with the competitive market. Now, if these services are creating income that is shared with the University, than perhaps their high costs are acceptable. But, if their income is kept within the specific organization (i.e. telecommunication, facilities) then one must suspect that poor management of resources or other inefficiencies are to blame.
240	Hold a campus wide garage sale. There are always emails going out about stuff for free use inside the campus, old office equipment laying around, old computers piling up. Sell it to the public.
241	Use the movie theater room in the union or other rooms with good mutimedia equipment to host regular video game tournaments. There are a lot of guys that would pay \$10 to play the new halo coming out in a couple of weeks on a 10 foot screen of bigger. Use these rooms to host sports events. Play the chiefs games on them.
242	(Requires legislative action) Modify the applicability of laws forbidding sale of state property to state universities (or to the laws themselves) so that a. departments and offices can sell photocopying services to their faculty and students at market rates b. replaced office equipment and furnishings (esp. computing equipment) can be sold at auction
243	A revenue generating idea: Create a K-State campus and presence in western Kansas (Garden City?).
244	I would look to alumni to begin sponsoring rooms on campus. An alumni would donate money to update a room in the building of their choice to a more energy efficient room. Items such as motion censored light, double paned windows, dry erase boards, energy efficient projectors, new flooring, and seating would not only save money in the long run, but make going to class a more pleasurable experience for students. The alumni would then have their name placed on the room (The John Smith Computer Lab) and receive thank you notes from faculty and students yearly.
245	Sell advertising to be displayed in high traffic areas of colleges.
246	Engage or partner with corporations to bring work to campus.
247	Implement practical investments from College of Business to generate revenue.
248	Maximize department access to prospective donors by encouraging cross-college fundraising. In past years, departments and their college Foundation reps have been discouraged from seeking cross-college donors. This silo approach severely limits the ability of departments with a high number of service courses-like English-from contacting those K-State alumni who took the department's classes to meet university, college, or General education requirements or as electives and valued that experience. If English would work with the College of Engineering, for instance, we would be able to formalize potential donor contacts with the approximately 162 students each semester who take the required professional writing course ENGL 415 "Written Communication for Engineers", after they graduate from K-State.

**KANSAS STATE UNIVERSITY
BUDGET INITIATIVE
BUDGET REDUCTION SUGGESTIONS**

#	Budget Initiative
REVENUE GENERATION IDEAS	
249	THINK BARE NECESSITIES. Larry Silverberg, a professor of mechanical engineering at North Carolina State University, puts his idea into context by quoting a Rolling Stones song: You can't always get what you want, but you get what you need." Basically, Silverberg argues, students and faculty pay nothing for a wide variety of premium services, such as medical attention, tutoring, and patent-copyright help, as well as development of faculty members' websites and PowerPoint presentations. His solution is to make users pay for them, perhaps turning them over to private companies to run. Making secondary services fee-based will determine which ones students and professors find truly helpful, Silverberg says. Joseph Beaman, head of the mechanical engineering department at the University of Texas, Austin, says that schools could cut back on classroom software, some of which--he cites Pro/ENGINEER as an example--is too specialized for students' basic needs.
250	FOR RENT: STUDENT BRAINPOWER. "Schools should try to expand corporate partnerships," Winslow says. For instance, there are cost-sharing grad school programs that let students train with industrial scientists, while they're co-mentored by academic researchers. Mark Shannon, a professor of mechanical engineering at the University of Illinois, Urbana-Champaign, says that companies will tight research and development budgets are often willing to pay to have some of their research problems turned into assignments for design courses. Students get real-world experiences, strapped companies much-needed R&D help, and schools a bit of extra income.
251	Last fiscal year money had to be spent or it would be lost, and this year we don't have enough money. Why can't the money be carried over from one year to the next? Establish a priority system for funds. There is no incentive to save funds because if you save funds and don't spend that money, your funding may be reduced.
252	Instructional designers could do work for industrial entities to generate revenue.
253	Produce digital learning objects playable on SCORM-compliant systems.
254	We offer a lot of services and the cost stays flat. Expand services beyond the University for a revenue stream.
255	Training services should be offered publicly; free to faculty/staff, but for a fee for outside entities.
256	Stanford University has a model where they charge companies for access to their brain trust of faculty. They have to pay a subscription fee to even talk to faculty. Could follow that model.
257	Use a more entrepreneurial approach. 509(a)(3)
258	Greater push for overseas programs, perhaps establishing an institute with varying tuition structures. Model after successful models, e.g. FHSU.
259	It is too difficult for average students to succeed. Better articulation agreements. Be more flexible with transfer credits. Give credit for life experience. More auditing, just for interest, not everything is GPA based. Offer education for education's sake, not part of a degree. Eliminate roadblocks and prohibitive processes and policies. Tap into retired community wanting to take specific courses without the need for a degree program. Market to the non-degree-seeking community. Offer more evening classes for those who want to change careers but have to continue working full-time.
260	Sometimes rooms sit empty. Rent out some of our rooms.
261	Provide website that lists all required textbooks with links to each company that sells them. Those purchased via university links could get kickback
262	Allow the library to run advertisements on its database search engine based on Google's ad words model. This could generate significant revenue.
263	sell KSOL or eliminate it and use a commercial course management system
264	sell ad space on the university's web site (revenue) --sell any land/real estate property owned by the university that is not committed
265	* Focus on graduation rates rather than admission rates * More online courses * Outsource some basic courses such as English I or II * Establish satellite campuses in China or India in addition to bringing students here
266	** Going after more grants that are out there * Practical investments from college of business to generate revenue * * More partnerships with military, including working with spouses starting degrees, etc. * Percentage of athletic proceeds go to academic programs * Funds for Marching Band to come from athletics rather than student fees *University wide garage sale
267	* Better child care, leading to more nontraditional student enrollment, better facilities, and attract faculty as well
268	1. Sell naming rights for the new parking garage 2. Sell sponsorships of collections/individual books in the library 3. Renegotiate Pepsi campus exclusivity contract, potentially get more money from Coke (or from both together). Also can increase on campus sales with more options. 4. Sell Call Hall items (meats, milk, cheese, etc.) through local grocery stores

**KANSAS STATE UNIVERSITY
BUDGET INITIATIVE
BUDGET REDUCTION SUGGESTIONS**

#	Budget Initiative
REVENUE GENERATION IDEAS	
269	Create 'small' innovation grants with the express purpose of developing capabilities and products and skills that directly lead to a measureable cash flow. Build up this entrepreneurial mindset...and help departments share their ideas and resources with each other. Build up a small community of professionals that can collaborate among each other to build up these budget flows...and give each grant receiver 1-2 years to develop their ideas...maybe with some moneys in the second year to keep the endeavors going. These should be small...and targeted...like an American version of the Mohammed Yunus mini-grants in developing countries that have to make back their moneys and then some within a year actually. All endeavors have to have some professional development value for faculty and staff though and should not be about the money alone.
270	Increase marketing.
271	Cost-Savings Look at the ?full-refund drop date? for students to obtain a full refund from tuition paid if they drop a class. This semester, the last day a student could obtain a full refund was 21 days after the first day of classes. Shorten this time.
272	Revenue Generation Offer the faculty the opportunity to purchase reserved parking places. Can ECC market their conferencing center for hosting conference calls, etc. to alumni and their businesses? Market the AXIO (K-State Online system) not only to other universities but also to businesses or other organizations for use in training. Pursue contractual R & D activities for businesses that may have downsized in this area. Have a giant ?K-State garage sale? on a regular basis (weekly, monthly). What happens to old desks, filing cabinets, computers, printers, old furniture? We've seen some things end up in dumpsters that the general public might be interested in buying. (Iowa State does a weekly sale from a local warehouse). Teach more distance courses or provide continuing education offerings. Once again, consider the construction of a hotel on campus which could generate revenue and providing teaching facilities for on-campus programs. We missed an important opportunity in years past ? now new hotels are cropping up all over the community. General Comments We hear a lot of talk about transparency, and this needs to apply to all units within the university including non-academic units including the Foundation, athletics and other entities. The talk of transparency is nice but it needs to be a reality across the board. Make sure all this info from everywhere across campus is shared with everyone. When Provost Nellis came and talked to colleges last year about
273	Let companies put up schooling-related advertisements! Have the advertisers pay their fees on a per-semester or per-month basis. There are HOARDES of unused advertising space all over campus - walls, doors, you name it! These advertisements shouldn't only be outside, but inside buildings as well. When ads are placed wherever they can be, and wherever is reasonable to be seen, the revenue from this initiative should seriously help K-State! If possible, even place ads on the sidewalks somehow, and even on the pavements of parking lots (NOT the parking spaces themselves of course, but on the driveways between them.) As goes without saying, make sure that these surface-based ads do not make the surfaces more slippery than they inherently are. I am in Hale Library right now, and many of the columns' sides are bare. They can advertise services and websites intended to help them study. (For example: Cliffs Notes and Sparknotes.com.) I seriously hope to see ads on campus one day, because it would give me peace of mind in knowing that the revenue from these ads are helping stifle the increase in tuition costs. Where there is vacant ad-space, an ad placeholder can say something like 'The ad revenue initiative helps slow the increase of your tuition and other university fees,' and other public service announcements to that effect.
274	Encourage more students to take K-State courses, rather than courses at Community Colleges. Perhaps reduce the number of CC courses which will transfer in to K-State.
275	Somehow, we need to educate the legislature in Kansas about the importance of Higher Education, and the need to properly fund it. If that could happen, our money woes would at least be reduced.
276	Maybe even make money by having fund raisers or a college carnival, I think that would be fun for the community, and even bring in more students.
277	Charge more for the parking meters - Other campuses that I've been on have a stall system with a central paystation that has a credit card option. And, there should be a flat rate for the parking permits - not the pro-rated rates between faculty and staff (sorry staff). When the rich departments and colleges (like business and engineering) get fancy new furniture they should offer to give away for free the stuff they are replacing to other departments that can't afford to make frequent change outs. Their throw- aways are better than the stuff some of us are managing to make-do with. Raise the rent on the Cat's Closet at the stadium. Sell advertising time to other events such as State of the Campus Events and Landon Lectures. Add a nickel or dime to the cost of all beverages that goes back to the general fund.
278	Redirect support of the marching band to be through Athletics.
279	Utilize our network of extension offices to recruit students for online and residence programs.