

Recommendations from Campus Budget Summit February 12, 2009

Principle 9: Increase and identify new opportunities for revenue.

1. Faculty should have university help in selling patented or patentable inventions.

Academic Affairs: Already in place-See APM 540 Policy on Intellectual Property.

2. Provide data warehousing services for a fee, e.g. smaller colleges, libraries, museums)

Administrative Services: Practical for implementation. Requires further review. CIS/ITS can provide Database Administration (DBA) and Application support. Storage and infrastructure needs further review.

3. The campus should offer premium services for a fee, e.g. priority registration and close parking.

Administrative Services: Already doing

4. The campus should increase sponsorships for campus events where appropriate.
5. Increase the number of slots for out-of-state and international students.

Student Affairs: Record application and high demand require that Fresno State place emphasis on admitting in-state students. However, we are still recruiting international students and out-of-state students wherever it is possible within our enrollment limits.

6. Continue to reinvest indirect or indirect cost recovery to increase sponsored program activity which provides Academic Affairs with discretionary funds.

Academic Affairs: All indirect cost monies returned to the colleges/schools must be spent on efforts to increase research and sponsored programs.

7. Investigate developing a fee schedule for the renting of our facilities. This could result in charging outside groups the cost of cleanup associated with their activities (ie Vintage Days). This additional revenue should be brought back to the academic budget.

Administrative Services: Practical for implementation; however, all entities would have to consistently pay the rental fee. Need to be careful to protect our tax exempt status.

8. For profit – look to create interdisciplinary consulting entities to sell services to the public.

Administrative Services: Practical for implementation. If there is enough demand for these services, a taxable entity could be established to facilitate these consulting entities without jeopardizing our tax exempt status. The cost of another entity may prove prohibitive.

9. Sell advertising on our web sites (with proper governance structure).

Administrative Services: Not practical for implementation. Websites are not centrally managed; every website would have to be individually configured; staffing issue.

University Advancement: Possible, but can be distracting and very unattractive.

10. Expand public delivery for radio and TV to use our facilities and students

11. Rent space out for web casting.

Administrative Services: Practical for implementation. This is something that can already be done through TLT for internal use. If the proposal is to rent to entities outside of Fresno State, that may be impractical.

12. Look to perform administrative functions across the CSU campuses; e.g. IS systems administration and finance functions.

Administrative Services: Requires further review.

13. Athletics department should pursue the idea of a non BCS bowl championship series to increase revenue and redirect the state allocation.

Intercollegiate Athletics: An NCAA Division I Football Championship already exists. Those that participate are the member institutions of the NCAA I FCS (Football Championship Subdivision, formerly I-AA). Unfortunately, this 16-team championship event does not generate significant ticket sales, corporate sponsorship or television revenue. Further, a majority of the nation's current non-BCS bowl games also do not generate a profit. With that, it is clear that without the inclusion of the nation's most notable football programs, a non-BCS bowl championship would not create additional revenue for the participants.

14. Can operations of the university farm be modified in such a way as to perhaps produce and use for campus vehicles—or sell—a renewable energy such as methane gas.

Academic Affairs: This is an item that may be discussed with CAST and other related colleges.