

Staff Council Coffee Break on Revenue Generation – November 4, 2009  
Synopsis of Ideas

The purpose of the coffee break was to gather interested staff members from different areas of the institution to brainstorm for ideas that might generate revenue for the college. The time was not designed to explore the pros and cons of these ideas in depth, but rather to get many ideas out on the table. Staff Council would envision that next steps would be the review of these ideas by Mary Jo Maydew and her office and then, with the assistance of Staff Council, the pursuit of those ideas that Mary Jo feels merit more exploration. Staff Council will do everything they can to give credit for ideas that are put into practice where that credit is due.

The ideas fell into the following groups:

1. Expand Rental of College Facilities to outside groups during the summer/“down” times
  - Chapel
  - Art Museum
  - Gardens
  - Amphitheater (for: )
    - Graduations
    - Summer Theater
    - Concerts
  - Willits (for: )
    - Wedding, Anniversary,
    - Showers
    - Retirements
    - Conferences
  - Computer labs
  - Classroom Facilities (for:)
    - Training Courses
  - Overall Campus (for:)
    - Festivals,etc.
2. There was a suggestion to utilize on-campus expertise to offer:
  - Full time sales, marketing conference services; expand ability to charge better for summer conference w/ air conditioning
    - Web pages to promote event
    - Software packages to conference visitorsfor organizations that wished to rent our facilities.
3. We might also be able to leverage our printing and computing capabilities at LITS and offer these to outside groups for a fee
4. There was the suggestion that we might be able to leverage our health center facilities for outside groups (again, during “down times”) as well.

5. We have a huge population of people with high levels of expertise in their field in both faculty and staff capacities. Can we create an incentive for these folks to use MHC facilities to teach members of the local community in the following areas?

- Cooking
- Nutrition
- Languages
- Retirement Planning
- Music
- Art
- Computer Skills
- Charge community members to audit existing classes that are not at capacity with students?

A clear plan would need to be made here as to what an employee would get for offering this sort of course, what parts of the fee charged to the outside participant would go to cover materials and facility use (i.e. to the department) and what funds would go to an overall college fund – if any.

6. Discussion circulated on how to leverage the growing population of retirees – could we target the following towards them or organizations catering to them?

- Clubs
- Events
- Luncheons
- Art
- Classes suggested above
- Build retirement housing; upper income retirement
- There was the suggestion of being able to leverage our dormitories and facilities to offer some sort of elder hostel service.

7. Thoughts circulate around our being able to leverage current service we offer to the campus and offering them to the wider five college community and or the local community for a fee:

- Printing services
- Bulk mail services for other campuses or other organizations

8. We discussed both charging students for waste removal – especially at certain times, such as the end of the year. Could we then sell viable items that students had discarded?

9. We also discussed the sale of OUR old equipment:

- MHC refuse (possible partner with other colleges)
  - Bottles & Cans (7 cases of empties=1 hour of student wages)
  - Auction
  - Sale
    - Equipment
    - Computers
    - Furniture
    - Vehicles

10. Employees at our meeting appeared willing to consider the idea of charging faculty and staff for parking:
  - Add incentive for using public transportation, biking, walking..
    - May be state funding for this incentive?
11. One idea centered around student businesses. Could the college become a micro lender to promising student (or employee?) business ideas, providing the seed money for promising ideas of interest? This has proven extremely lucrative in the outside financial market and we would have direct knowledge of the quality of our borrower.
12. There was interest in further growing our contact with alumnae in the following ways:
  - Expand travel to visit alumnae
    - Regional programs
    - High visibility events; i.e. vespers
    - Opportunities with new president; really package with advertising, marketing, etc.
    - Clubs could assist Development & Alumnae Association more
    - Expand faculty trips abroad leading trips for alums
13. Finally there were several ideas that were seemingly independent of others. These follow:
  - Solicit staff donations to endowment/annual fund (on the lines of United Way)
  - Look for more ways of sharing resources/personnel with other campuses-expertise selling
  - Review current programming
    - Do summer programs make money?
  - University without walls
  - Expand businesses in Village Commons
  - Expand campus store for student needs
  - Explore continuing education and “in service” requirements for teachers in the area. Could MHC provide these?