

## **INCREASE REVENUE**

### **Top 15 priorities**

1. Charge credit card fees.
2. College Grant writer to seek grants.
3. Rolling enrollment to limited entry programs.
4. Simplify getting started to reduce barriers to higher enrollment.
5. Expand solar panels to generate BMCC's own power.
6. Increase continuing education offerings (personal enrichment, employer needs, lifelong learning, etc.). Expand to offer industrial maintenance on-line classes using the college's TPC on-line program. This is currently used by IST and Apprenticeship programs for credit classes. so there is an abundance of capacity to expand.
7. Lease BMCC parking lots for community events. Charge the Chamber a fee for RV parking during Round-up. Allow tent camping on unused athletic fields for summer community activities and charge a fee.
8. Find more partnerships for remote degree offerings.
9. Eliminate distance education clause in faculty agreement and expand online and zoom classes.
10. Community sponsorship signage on athletic fields. Sell naming rights The sports fields, school buildings, rooms.
11. More community partnerships, i.e., hospital, data center.
12. Offer more things in the summer months like STEM camps, science camps, sports camps to youth/kids.
13. Develop a plan to increase enrollment and each employee's responsibility – a focus for everyone at BMCC. Recruit for your own programs.

### **Priorities to Consider**

14. Larger focus on student recruitment. Marketing all service areas and all current student demographics. Build more community partnerships. Promote AAOT and non-CTE programs more fully.
15. Surplus property sale.
16. Increase building use in a way that brings in revenue and covers expenses/charge universally for facility/equipment usage.
17. Improve fill rates — increase enrollment.
18. Expand CCT.
19. Survey the College service areas and increase offerings at each Center to meet the community needs.
20. Conduct a feasibility study for new programs — ex. Medical assistant.
21. Increase Foundation efforts by developing alumni associations for programs and the college. Develop an active Alumni as well as participating industry partners. People are constantly wanting to know how they can help the college or trying to donate things.
22. Encourage employees to take classes to increase FTE