

Increase Revenue

No.	Item	Notes
1	Charge credit card fees.	In 2016-17, if the College had charged a 2% fee, the revenue would have been \$41,652.00. The Finance Department is reaching out to other CC's to determine what % they are charging. EOU currently charges a 2% convenience fee. No other CC's charge a convenience fee that goes to them. If a fee is charged, it goes to the third party that the college uses. Federal Financial Aid cannot be used to pay for this fee unless students individually authorize the College to do so. ASG feels the College needs to be transparent if charging a fee and wants BMCC to be consistent with what other schools are doing.
2	College Grant writer to seek grants.	Approved; Job posted
3	Rolling enrollment to limited entry programs.	OI is working with CTE faculty to look at this option; VPI is also examining the possibility of different session lengths within our term structure, e.g. 5 week sessions in addition to the 10 week ones.
4	Simplify getting started to reduce barriers to higher enrollment.	In Progress; there is a Getting Started Lean team working on an implementation plan and timeline to address these concerns. We continuously review this workflow for improvement. Implementation of Campus Nexus will support these needed changes.
5	Expand solar panels to generate BMCC's own power.	Nothing to expand as BMCC does not currently have solar panels. However, Facilities looking into feasibility, ROI
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.	Office of Instruction doing further analysis
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.	Already have a process in place for rental of facilities. The RV Parking during Round-Up is a good partnership with the Chamber
8	Find more partnerships for remote degree offerings.	Needs further analysis
9	Eliminate distance education clause in faculty agreement and expand online and zoom classes.	Needs to be discussed as part of Collective Bargaining Agreement

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10	Community sponsorship signage on athletic fields. Sell naming rights The sports fields, school buildings, rooms.	In progress; Athletic Facilities Usage agreement and fee rate for profit/non-profit groups or individuals already in place. Fundraising efforts at the Athletic programming level as well as individual sport already taking place. Corporate sponsorships for naming being researched. Plan to implement a Boosters Program scheduled for 2019-2020.
11	More community partnerships, i.e., hospital, data center.	Ongoing, but need to make sure there's ROI from these partnerships
12	Offer more things in the summer months like STEM camps, science camps, sports camps to youth/kids.	Will need further analysis; already work with CCT to offer summer theatre camp
13	Develop a plan to increase enrollment and each employee's responsibility – a focus for everyone at BMCC. Recruit for your own programs.	In progress: Currently have SEM & recruitment plans that address these strategies. A refocus of SFAC with emphasis on access, retention, completion in place for 2018-19. Outreach works with departments on specific program recruitment efforts.
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.	See #13. Also have a marketing plan in place.
15	Surplus property sale.	Sale held this summer through Facilities 5S. Proceeds were about \$225.
16	Increase building use in a way that brings in revenue and covers expenses/charge universally for facility/equipment usage.	Currently have a procedure in place and fee schedule. Must determine if event space rentals are a larger part of our goals; not currently what we really do.
17	Improve fill rates — increase enrollment.	OI is reviewing longitudinal data on class fill rates and is adjusting future term schedules to have our offerings match need
18	Expand CCT.	Not viable. CCT does not bring money to the College, all proceeds are kept by CCT
19	Survey the College service areas and increase offerings at each Center to meet the community needs.	Looking into
20	Conduct a feasibility study for new programs — ex. Medical assistant.	In process by OI
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.	In progress; Foundation funding additional alumni relations duties to current Director of Marketing role.

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22	Encourage employees to take classes to increase FTE	Current practice
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Status Complete
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