University of Evansville  
FINANCIAL RESOURCES WORKING GROUP MINUTES  

Vectren Executive Boardroom  
Monday, November 15, 2010

Attendees Present: Jesse Atkinson, Jack Barner, David Fowler, Mark Gruenwald, JoAnn Laugel, Ray Lutgring, Dwight Merilatt, Abigail Miley, Chris Mohn, Jim Schaefer, Pete Sherman, Lucas Taylor, Jeff Wolf, and Mary Wylie

Co-chairs, Jeff Wolf and Ray Lutgring, asked the group to consider being an ad-hoc to one of the other groups in order to bring information to the Financial Resources Working Group so that our group can have some advance knowledge of what the other groups are working on.

At the last meeting, the group focused on identifying potential revenue sources. This meeting will be dedicated to completing ideas for revenue sources. The group will attempt to consolidate these opportunities into three or four major categories and prioritize them based on the financial impact to the University and anticipated time for completion.

Revenue goals identified at the last meeting were:

1. Increase percentage of students living in campus housing.  
   a. Investigate aid policy for seniors
2. Tuition rates reflective of quality of education
3. Grow Harlaxton enrollment
4. Adult Education/Continuing Ed  
   a. Use of 2nd degree pricing  
   b. Attractive program pricing  
   c. Certificate programs  
   d. Marketing
5. Distance learning  
   a. Consulting assistance needed
6. Summer programs  
   a. Use of free housing to promote summer classes
7. Strategic enrollment growth  
   a. Music, SOBA, graduate degrees  
   b. Target overall growth  
   c. Evaluate impact on Liberal Arts Programs
8. Increase foreign student enrollment.
   a. China, India, Canada, Brazil and Russia
   b. Ability to pay higher percentages

The group added the following list of possible revenue sources:

9. Fundraising
   a. Replace/supplement past major donors
   b. Identification of projects to fund
   c. Increase percentage of alumni giving
   d. Impact of added cost commitment to fundraising on dollars raised
   e. Timing of next campaign vs. project specific fundraising
   f. Identify new grant opportunities
   g. How can we maintain connection with promising graduates
   h. Campaign planning January of 2012
   i. First contact with alums should not be to give money

10. Patent Research results
    a. Empasis on research

11. Third party
    a. Developers

12. Radio Station

The next meeting is scheduled for November 23, 2010, at 2:00 in Library Room 209.

Meeting adjourned.