

WCC Revenue Producing Ideas
List Developed at Planning Council Retreat March 21, 2002

AC Decision			Implementation Schedule			Comments	Action / Result	Open	Closed	Monitor
YES	NO		Now	1-6 months	6-12 months					
X		Consider system wide purchasing (bookstore, etc) AACC		X		Look at doing this - - CIS project impact.	System wide implementation of e-procurement. Pending.	X		
Hold		Increase parking fees					There is sufficient dollars available in what we charge for activity fees (\$32 vs \$38) compared to mas allowable amount.	X		
Hold		Ask potential donors from the community/industry	X				This is on-going.			X
Hold		Enforce parking violations and fines				Increased number of tickets written to 20%.	Awaiting passage of law by N.C. Legislative increases, fees.			X
Hold		Evaluate all programs as possible "self supporting"					This will be considered only for summer programs.			X
X		Technology fees			X	NCCCS currently studying.	Curriculum and Continuing Ecuation technology fees are approved for Fallf 2003.			X
Hold		Charge for use of recreational facilities					Ken Ritt			X
X		Autobody, light construction, etc. patron fees	X			Dan Krautheim will review.	Before this can be done the college needs a Live Project Policy. I have one in draft form.			X
X		Seek more grants - Hire a Grant Writer				No funding available.	Grant Writer hired Jan 2003.		X	
Hold		Use bookstore more for items normally provided through program funds	X			Ken Ritt will look into this.	Not feasible.		X	
X		Increase transcript fees	X			Dan Krautheim - Raise to \$2?	This has been put in the new catalog and will be implemented in Fall 2003.		X	
X		Expand facility usage fees (2)	X			This was recently done.	No action required.		X	
X		Surplus equipment sales	X				Not feasible.		X	
X		Promote endowments, planned giving, etc.	X			Jack Kannan will continue to work.	On-going.		X	
X		Charge for off-campus college services	X			Consulting fees payable to college.	This is being done.		X	
X		Raffle donated equipment, cars, etc.	X				No action required.		X	
Hold		Endowed chair (Liberal Arts or any dept.)	X				No action required.		X	
X		Donations from outside companies for naming rights (example: IBM classroom)	X			This policy is currently in place.	No action required.		X	
Hold		Selling bricks for new campus with name plates, engraved		X		Jack Kannan will look into this.	Not feasible with current resources.		X	
Hold		Selling tiles for bathrooms on new childcare center (handprints from children) - Ask Arts Council to co-sponsor		X		Jack Kannan will look into this.	Not feasible with current resources.		X	
X		Charge Vendor Fee (Job Fair)	X			Dan Krautheim will look into this.	This was planned for this year and can be accomplished in the future. ESC had some funds this year to offset WCC's costs.		X	
	X	Charge for handbooks and catalogs					No action required.			
	X	Charge test fees					No action required.			
	X	Increase advertising of college testing center		X		Ken Ritt will look into this.	We will not advertise for the testing center. People do not randomly take these tests. Individuals interested in taking these "tests" contact the testing company and in turn are referred to our testing center location.			

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	X	Sponsor special events (car shows, etc.)								
	X	Golf driving range, etc. on college property								
	X	"Send-a-car to college" type programs	N/A			This has been done in the past - the cost outweighs the benefit.				
	X	Charge a late registration fee								
	X	Raise fees for ID replacement cards and first time car stickers	N/A							
	X	Community fund raiser like they do for Crime Stoppers	N/A			Friend building currently being done.				
	X	College sell discount cards like the high schools sell - use front as advertisement	N/A							
	X	Sell all cardboard trash for recycling if it is not currently being done	N/A							
	X	Selling ad space to local businesses to be put on the computer screens in the computer labs - charge by size of the ad and the number of screens it would be on	N/A							