

*Revenue Sharing Proposal – Action Steps – for consideration by Budget Council and
Faculty Council.* DRAFT 3-8-09

Subcommittee III, Entrepreneurial and Budget Models, of the University Budget Council believes that there may be presently untapped but potentially reachable populations of students whose educational needs could be fulfilled by Eastern Michigan University. Therefore, the Subcommittee proposes a pilot program, Off-campus Student Enrollment Growth Plan, to encourage academic departments and faculty members to propose means of reaching these populations. *This proposal is meant not to market curricular offerings to existing EMU students, but rather to reach new populations.* It could also be used for non-credit academic offerings. The Subcommittee expects that this would be a modest program in its pilot stages, but it could grow over time.

Therefore, the Subcommittee recommends the following be adopted by the University Budget and Faculty councils:

Step 1: Endorse the principle of project revenue sharing for projects that assist departments in reaching new audiences.

Step 2: Endorse the establishment of a designated “Program Innovation Fund” which will be used to provide fiscal support for innovative activities and will also provide a mechanism to “hold harmless” departments for taking reasonable risks with innovative instructional delivery activities. This account should serve as a growth fund and be treated as reserve/carryover account.

Step 3: Develop a reporting structure that allows the Program Innovation Fund to provide transparency for the University Budget Council, participating academic departments (and all other departments), and other appropriate parties.

Step 4: Promote and extend the offer – invite proposals from academic departments, work with faculty to develop appropriate pilot projects that meet the goals of this proposal, and begin actual revenue sharing projects.

Two Operational Principles for the Off-campus Student Enrollment Growth Plan:

I. The aim of this proposal is to help EMU achieve a net growth in enrolled students by identifying and targeting potential students who are not presently part of the EMU student body. Proposals will be judged on how credible their strategies for reaching such populations are.

II. It is understood that compensation for academic courses taught through the Spring & Summer Term Growth Plan and supported through the Program Innovation Fund will be funded at the in-load rate (whether the courses are taught in-load or via overload) in order to accurately determine the long-term sustainability of the courses. This applies for both regular faculty and Full Time Lecturers. It is also understood that all programs and courses offered through this pilot project belong to the academic programs and are under the control of the relevant faculty members.