November Survey

SUBJECT: What Do CEOs Want to Know About…Revenue Ups and Downs?

This survey explored the ups and downs of community college revenue streams. The questions asked for a projection of financial returns based on increases and decreases across a broad spectrum of resources as well as your perspective on current foundation trends.

The response by college presidents was very positive, with a 38 percent return rate. Some presidents offered further insight by providing information under the “other” field.

These examples include the following:

Areas that provide the largest portion of your revenue: College CEOs listed property taxes, local taxes, a local Ad Valorem Tax, auxiliary services, and contracts.

Projected decrease in appropriations over the next three years: Some areas subject to a decrease include tuition and fees, foundation endowments, tribal support, property tax, local Ad Valorem tax, private funds, gifts, “no” local appropriations, contracts, private support per allied health programs/investment income, business partnerships, and interest income.

Projected increases over the next three years: CEOs cited projected increases via tuition and fees, contracts, foundation funds, private contributions, local taxes, property taxes, fundraising, contract training, entrepreneurial activities, business training, gifts, federal grants, and auxiliary enterprises.
Thank you for taking the time to complete this survey

Survey #29: Revenue Ups and Downs – November 2004