

# Cutting Costs: Raising Revenues: How Are We Doing?

1. Delta: College for Kids: when class is at risk of being cancelled, email parents (of students who are already registered) a flyer and they may ask others.
2. College for Kids: \$25/hour; offer classes year around (after school in the fall)
3. Chabot College: cut salaries of highest-paid instructors....cut hourly by \$10/dollars; cut percentage instructors by 10%
4. Early bird registration where you offer a discount to register early
5. Ask instructor to share email contact list with the college to help promote programs.
6. Merced: do most of classes on a sliding percentage scale...based on minimum numbers ..... from 30, 40 50, 60% sliding scale...we give up to 60% of our fees for the larger classes.
7. Sierra: Computer classes - when the class size is limited by the number of seats in a class, it doesn't make sense to do a percentage for paying for the class; by contrast another instructor who routinely fills a class with a maximum size of 36—gets paid a percentage.
8. Sierra: for new instructors: she starts with an hourly rate until she can determine how well the class goes. If they want a percentage, they need to prove that they can bring in the students.
9. One college has to charge the college's health fee. Las Positas is considering charging the health fee so students are covered (came up after a student broke her foot in a CE class).
10. Riverside: Cyndi Pardee sends an email to students who register for certain classes with a list of other classes the student may be interested in (she has the instructors review the catalog and determine which classes are related)
11. Chabot: Usse Constant Contact and sends out regular newsletter with new courses and links to other classes.
12. Sierra: has been using Constant Contact since August: gets more than 200 enrollments from newsletter we send out electronically before schedule comes out. We send out emails to students registered in related classes.
13. DeAnza sends email out day before Ed2Go classes are to start, reminding students
14. Pay instructors in certain categories more money.
15. When you pay per student it seems to motivate instructors.
16. Catalog expense
  - a. Shasta College stopped catalog 2 years ago and replaced with postcard; monthly newsletter....but classes are now (as of a year ago) listed in main college schedule and that is still mailed. Shasta—workforce development classes on the increase; fun classes in decline.
  - b. Ohlone: we stopped producing a printed schedule years ago. Schedules courses on the fly. What Community Ed has been is our big summer

program. Platinum Leed campus (Ohlone)..we have a solar program that is amazing...we charge \$2,500 per student –40 hour intensive training (pay instructor \$100 per hour). We don't have a real community pull right now.

- c. Merced: quit doing traditionally newsprint catalog (two years ago our CE program was losing a lot of money). Instead of doing big newsprint catalog...printed full-color 4 page publication. Only print 6,000 of them...send it to our mailing database (\$3,000 for printing & postage and sorting). Paid for a newspaper print ad that went out to 30,000.
- d. Go to Boston Center for Adult Education...ask for copy of their flyer. Good example of condensing the catalog in a great-looking way.
- e. LERN: why you should NOT eliminate your print brochure (handout)
- f. Chabot: Found a printer who costs \$10,000 less per issue
- g. Chabot: Did a carrier route analysis through LERN (or mailhouse) (Chabot)..where you got the most registrations. Chabot cut 40,000 brochures without seeing a drop in enrollment.
- h. Chabot: Postage category called "Periodicals"...check with Post Office to see if it works for you (have to publish 4 per year)

17. Many colleges offer 10-20% staff discounts (20%) also 10% senior discounts

18. Las Positas working with Staff Development to pay for CE classes (Ed2go at wholesale rate)