Final Summary of Revenue Generating Group discussion  (Prepared May 15, 2009)

A recurring theme across these ideas is that they require a champion and start-up funds to make them happen. Major areas of discussion include:

**Faculty Compensation Plan**
- Consider a 20% requirement for payback
- Open discussions of who gets salary savings – clearly departments are doing this differently
- Create new business for faculty consultation and run projects through the School

**Faculty Consultation Service**
- Formulate a business model and offer services based upon the expertise of the faculty to health institutions, education settings, industry, and governments. Income to faculty could be managed via the Compensation plan.
- Would require up-front resources to develop and manage the business plan.

**Faculty Teaching Load (increase expectations)**
- Move from the current model of 3 courses for tenure-track FTE faculty to a greater teaching load requirement. Not sure if this is wise or possible, but was discussed.

**Faculty Clinical Practice Plan**
- Incorporate and sell clinical services via contract to any and all interested, including UCSF, Kaiser, City & County, etc. Could provide 24/7 services or be hourly rate reimbursement model. Would require resources to develop the business model and get contracts for services.

**Grant Writers**
- Employ a team of writers to secure funding. Monitor grant opportunities from industry, foundations, and governmental agencies that we tend not to focus upon, such as CDC, Department of Defense, etc.

**Development Office Collaboration**
- Enhance strategies for the Development Officer to link more effectively with faculty around the top 25 or so prospects for potential funding from individual donors.

**Product Evaluation Center**
- Consider developing a business plan to interface with industry on product development and satisfaction with products in clinical settings. Would require collaboration with clinical settings, but sometimes it just might mean putting a focus group together for a company.

**MEPN/DePN Expansion**
- Consider only admitting students to the MS program via the MEPN mechanism to increase the quality and caliber of the MS students and reduce workload of recruiting new MS students.

**Certification Programs**
- Create a business model to offer additional Post-MS Certificate programs in various areas and market them. Areas discussed included Patient Safety Officer Certification and Educational Technology Certificate.

**Enhance Collaborative Research Opportunities**
- Develop new strategies to inform ahead of time faculty about ongoing and projected projects that might be beneficial to all parties. PN is doing this now at their faculty meetings and it was suggested that we explore this at the school level.

**Collaborative Publication Projects**
- Link with publishing houses like Elsevier to develop on-line products that support home care. This project is currently in contract negotiations in SBS. Consider other products like developing and marketing a UCSF model for student evaluation of faculty teaching, instead of purchasing such a product for the school.