



MU Extension Fee Generation Policy Jo Britt-Rankin

Issue: Revenue generation was not new to MU Extension, but the concern was for a systematic, organization-wide policy on fee collection and revenue generation that provided funding to all levels of the organization who contributed to specific programs. Attempts to put policy in place previously had fallen short upon implementation.

What has been done: Initially four administrators, including myself, reviewed various revenue generation models available and tried to determine the most appropriate model for the organization. It was apparent that a blended model was needed for such a diverse organization.

In the fall of 2008, a task force was established with representation from all levels of the organization. The task force developed guiding principles for revenue generation. They developed on-line tools to assist faculty in determining appropriate fees. Faculty teams are currently working on setting fees for statewide programs.

The task force discussed the impact change in the system could make to various levels of the organization. They discussed how to implement a new model of revenue generation without penalizing those who may have already been collecting fees.

The documents were well vetted and revised over a period of approximately six months. After final review, the policy was brought to the Administrative Team for final review and approval. The documents were approved with a three-year phased in approach to implementation.

Impacts: As of July 1, 2009, a fee generation policy was adopted and implementation began. In the initial six-months, faculty may begin using the on-line tools. Faculty committees will also be reviewing current statewide programs to determine appropriate fees, if any, to be charged. No revenue will be shared until Year 2 of the implementation and it is expected that full implementation will occur by the end of Year 3.

Funding Sources, Cooperators, Partners, Mentors etc.: Local Extension Councils were a large cooperator in this effort. Also the new policies were vetted with other stakeholders and funders.

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