

## Membership Year 2004

### 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.



**What CEOs Want to Know About...  
Revenue Ups and Downs**

*A Survey of and for League Alliance CEOs*

**These survey results are composed of the responses submitted by your fellow CEOs as part of the Alliance quarterly CEO survey service. The response rate for this survey was 38% (n=231).**

*This survey is based on topics submitted by your fellow CEOs as part of the League Alliance CEO Survey service. All individual responses will be held in the strictest confidence.*

1. What areas provide the largest portion of your revenue?

a. State Appropriations	52%
b. Federal Appropriations	6%
c. Local Appropriations	11%
d. Tuition	26%
e. Foundation Endowments	1%
f. Other	4%

2. During the next three years, do you project a decrease in

	<b>YES</b>	<b>Yes</b>	<b>yes</b>	<b>?</b>	<b>no</b>	<b>No</b>	<b>NO</b>
a. State Appropriations?	21%	15%	14%	10%	25%	8%	7%
b. Federal Appropriations?	7%	13%	16%	26%	21%	11%	6%
c. Local Appropriations?	3%	3%	8%	12%	35%	20%	19%
d. Other?	0%	8%	8%	15%	35%	19%	15%

3. During the next three years, do you project an increase in

	<b>YES</b>	<b>Yes</b>	<b>yes</b>	<b>?</b>	<b>no</b>	<b>No</b>	<b>NO</b>
a. Local Bonds?	13%	10%	14%	14%	20%	6%	23%
b. Business Partnerships?	35%	32%	26%	4%	1%	0%	2%
c. Tuition?	42%	28%	27%	2%	1%	0%	0%
d. Fees?	33%	25%	31%	5%	5%	1%	0%
e. Auxiliary Services?	20%	25%	33%	9%	10%	1%	2%
f. Other?	22%	19%	22%	26%	4%	4%	3%

4. Do you have a college foundation?

<b>YES</b>	<b>NO</b>
97%	3%

5. If yes, what percent increase do you project in foundation endowments?

48%	0-10% Growth
32%	11-20% Growth
12%	21-30% Growth
3%	31-40% Growth
2%	41-50% Growth
3%	Above 50% Growth