

SUNY Cobleskill
Revenue Generation Ideas – Summer Offerings
Request for Proposals
Initial Due Date – January 21, 2022

The senior leadership has a question...it's summer 2022 in Cobleskill. The students have gone home. The residence halls are empty as are our classrooms and meeting rooms. What could be happening on campus that would bring in needed new revenue? We invite faculty and staff to submit their ideas.

Be creative. Think about possibilities for adults, teens, and children. What's worked well in the past? What's never been tried? What summer best practices can we "borrow" from other colleges?

Keep in mind our location and audience, child protection policies (for camps and youth programs), and that COVID may still linger. What ideas do you have?

Your ideas for summer offerings will likely fall into one of the general areas below, but feel free to suggest something else!

- For-credit academic programming beyond our current on-line offerings. What on-campus coursework could be offered?
- Daylong summer camps for elementary/middle school/high school students
- Non-credit or micro-credentialed adult programs: single night, weeklong, weekend
- Professional Conferences hosted by the campus or co-sponsored with another organization

These ideas will be reviewed by a small team including the provost and vice president for business and finance. Up to 10 ideas will be selected for further development. Selected proposers will receive a \$500 award: \$300 for a stipend to develop the program and \$200 for supplies. The stipend will be paid upon successful delivery of the summer offering.

As you develop your idea, note that payment for the director/person in charge of the offering could be included in the budget. Even if the idea is not selected for an award, the proposer is invited to continue developing the idea and discuss further with their chair, supervisor, or vice president. If you need assistance in developing your idea, please reach out to Lynn Berger (bergerla@cobleskill.edu).

TIMELINE

- RFP released December 17, 2021
 - Abstracts due January 21, 2022
 - Ideas to receive awards determined by January 28, 2022
 - Fully developed description, schedule, and budget due by March 1 for final approval and implementation in summer 2022
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PROCESS

PHASE 1: Submit an abstract with the following information

DUE 1/21/2022

- Your name and department/unit
 - Your idea, briefly summarized (up to 250 words)
 - Who will teach or lead this project?
 - Target audience
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PHASE 2: Fully develop description, schedule, and budget. The description should include answers to the questions below and a detailed budget. A budget worksheet will be provided.

DUE 3/1/2022

- Who will teach or lead this project?
 - How many other staff would be needed? To do what?
 - What are the learning objectives or goals of this offering?
 - Duration of project? Dates?
 - Space needed? Or is this an on-line offering?
 - Are any special permits or approvals needed?
 - How would/could it be marketed?
 - What is the break-even point?
 - How many participants are needed for this idea to be financially worthwhile?
 - Detailed budget (expenses, supplies, number of attendees, fees, etc.) – worksheet will be provided
 - Additional information
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PHASE 3: Approval, marketing, implementation

DUE MID MARCH 2022

Summer offerings will be granted final approval by the administration and included in an overall marketing plan for “Summer at Coby”.