In order to meet its targeted reduction of $74,253, the Division of University Advancement had eliminated its broadcast advertising initiatives. The Division has also elected to take a portion of these reductions out of Licensing Revenues.

- $50,000 - Discontinued advertising of all kinds for the university
- $24,253 - Each year UA anticipates a minimum $350,000 in recurring Licensing revenue. This amount will be deducted from that recurring revenue structure. Our current budget anticipated these reductions and an effort was made to increase licensing revenues last fiscal year to help counter the impact.