

Budgetary Considerations
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Funding Solutions

- Perhaps the greatest hurdle for many in implementing a strengths-based approach by utilizing the Gallup StrengthsQuest instrument is the cost. Below is a list of possible funding sources that have been utilized by other universities.
 - 1) Many universities utilize the book, *StrengthsQuest: Discover and Develop your Strengths in Academics, Career, and Beyond*, as the textbook for their first year experience courses. The book comes complete with a code that gives the student complete access to the on-line strengthsquest inventory.
 - 2) The strategy mentioned above is also employed any time the SQ curriculum is tied to a formal class.
 - 3) An effective strategy is to begin by assessing if there are any programs that are not working or have become obsolete. Every budget has a certain amount of give to it. If budget managers are asked to contribute a 5% of their budgets to a division-wide effort, most can do so without any disruption to their existing programming. However the real impact comes when student life divisions make the hard choice to stop during something. Our past success often limits our future success because of our inability to let go of programs that we have developed.
 - 4) Many public institutions go straight to the committees that fund their student services fees. This technique requires that influential student leaders be brought into the concept. An optimal place to start is by helping your student organizations and student body leaders to understand the power in developing the strengths.
 - 5) Another potential source is working through existing groups such as parent clubs, advisory boards, and alumni networks. Several universities have also written the strengthsquest program into grant proposals.

Helpful Hint:

- Be sure and contact the Higher Education division of the Gallup organization if you are planning to buy more than just a few books. They work closely with institutions to create cost structures based on the volume of books and multi-year contracts. They also are generous in sending a few review copies of the book as you seek funding on your campus.