

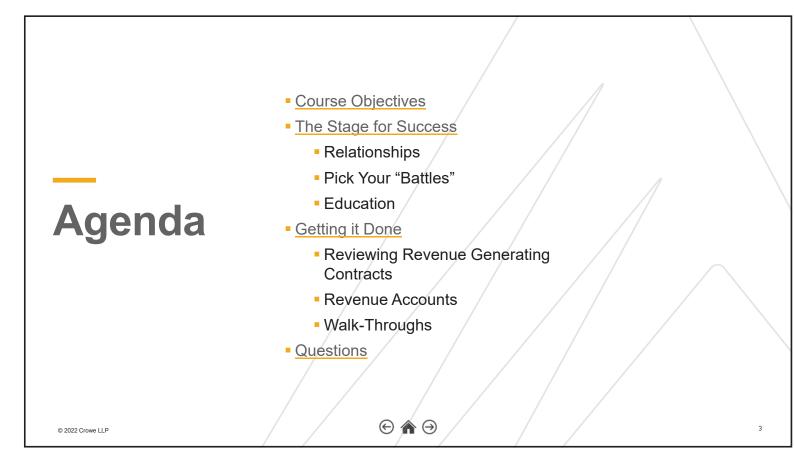
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## **Course Objectives**

- Discuss practical insights into how different universities investigate and discover UBI on campus, large or small, state or private
- Strategies like education, surveys, and building relationships
- Resources provided to help you get started or improve your process
- Ways to review revenue-generating contracts and activities
- Example analyses

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## Relationships

- Connectivity and rapport with campus constituents is essential
  - Legal Counsel's office and Purchasing contracts
  - Department Heads of "High Risk" areas
    - Athletics
    - Conference Services
    - Auxiliaries
    - Investments
  - Accounting/Finance
    - Last in line of most processes
    - Lots of visibility into most areas of the university

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## Title search: Identifying UBIT on Your Campus

Also available as part of the eCourse 2022 Higher Education Taxation eConference

First appeared as part of the conference materials for the  $10^{\text{th}}$  Annual Higher Education Taxation Institute session "Identifying UBIT on Your Campus"