



## CASE STUDY

# Temple University Intergenerational Center



### Client Profile

The Intergeneration Center (IGC) is an independent organization in the College of Health Professional and Social Work (CHPSW) at Temple University. The IGC is a prestigious national leader in supporting lifelong civic engagement through the development of multi-generational communities. The IGC offers a diverse array of programs offering- both local and national- to help elders “come of age” in civic engagement, support young people, integrate into a new home country and more.

### The Project

The Intergeneration Center engaged Fox Management Consulting (Fox MC) to explore how the IGC could leverage its expertise to improve strategic alignment with Temple University and to significantly increase earned income.

### Recommendations

Through research and analysis, Fox MC discovered:

- While the IGC has individual programs that are generating income, in the long term it is not financially sustainable without increased grant support, greater income from services and products, and/or Temple funding.
- There is an increasing need for aging expertise both at Temple in the private sector.
- Many opportunities exist for IGC to better strategically align its activities with Temple and the CHPSW.

Fox MC identified 21-strategic alignment opportunities organized in four categories: leadership and visibility, student engagement, curriculum development and research. The strongest alignment opportunities were profit neutral or required funding. The opportunities that could generate the most revenue required the largest start-up investment. Fox MC provided the IGC with a detailed report with information about the alignment opportunities and financial scenarios for those that could potentially generate revenue.

