

Strategic Planning Committee SWOT Analysis December 2016

SWOT analysis done by the Strategic Planning Committee (SPC). The following is an effort at consolidating the observations of each group into like categories. I have also included the individual group's responses.

Strengths

- **Diversity:** University access - Diverse student body - Growth in Latino population - Student resilience - Community college relationships - First Generation
- **Academics/Admin:** Workhorse of the region - Good breadth of undergraduate programs - Faculty quality - First to the table in robotics, STEM, Social Work, Athletics - Renewed effort in administrative collaboration - Good custodian of state resources
- **Marketing/Location:** Strong community - Good location and access - Access to internships and community partnerships (proximity to Spokane)
- **Student Centered:** Establish student support services - undergraduate research - Supportive systems for students
- **Engagement:** Engaging the university community and alumni through events like Young Professional's Network, Giving Joy Day, and game day watch parties.

Weaknesses

- **Academics/Admin:** Graduation rates (vs. retention) - STEM capacity limited - Lack of online courses - Perception and visibility of legislature of EWU
- **Resources/Facilities:** Budget limitations w/lack of transparency - Old facilities and technology - Cost to live on campus
- **Student Centered:** Developing Eagle identity among all students - Schedule driven by faculty (not student's circumstances)
- **Diversity:** Support for diverse students - Lack of faculty diversity

Opportunities

- **Academics/Admin:** Development of interdisciplinary programs - Development of online/distance education - Using data (BI) to support informed decisions - Faculty Commons - Practical graduate programs and certificates
- **Recruiting/Enrollment:** Expanding k-12 in state pool to recruit - Expand affordable access to college
- **Marketing/Location:** Telling our story better: points of success - Area cost of living - Diverse job market in area
- **Resources/Facilities:** Sustainability
- **Diversity:** WA racial & ethnic diversity is growing rapidly - WA Public School Grads' demographics are changing to become more diverse

Threats

- **Marketing/Location:** University of last resort - Not attracting students
- **Resources/Facilities:** Shrinking government support (State) - Budget cuts - Student loans - Cap on Tuition rates (revenue) -Lack of capacity of student support services
- **Academics/Admin:** Not prepared for the next round of student needs - National trend to devalue education - Students lack of critical thinking - Student focus on end goal and not valuing the process
- **Recruiting/Enrollment:** WA in bottom 5 for chance to college participation - Although WA is just below the national average I per FTE funding, WA has a larger proportion of enrollment at CC level compared to other states.

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Group 1

Jackie Coomes
Gini Hinch
Chad Karthausser
Heather Veeder

Strengths

- University access
- First to the table in robotics, STEM, Social Work, Athletics
- Workhorse of the region
- Strong community
- Established student support services
- Growth in Latino population
- Access to internships and community partnerships (proximity to Spokane)
- Community college relationships
- Undergraduate Research
- Renewed effort in administrative collaboration

Weaknesses

- STEM capacity
- Graduation rates (vs. retention)
- Cost to live on campus
- Support for diverse students
- Developing Eagle identity among all students

Opportunities

- Area cost of living
- Diverse job market in area
- Expanding k-12 in state pool to recruit
- Integrating student support services
- Telling our story better: points of success
- Faculty commons

Threats

- "superstore" of education "university of last resort"
- Shrinking government support (State)
- Cap on Tuition rates (revenue)
- Capacity of student support services

Group 2

Marty Weiser
Liya Deng
Denise Campitelli
Christina Valeo

Strengths

- Diverse student body
- First Generation
- Student resilience (staff)
- Faculty quality
- Student centered
- Good custodian of state resources
- Good location and access
- Supportive systems for students
- Good breadth of undergraduate programs

Weaknesses

- Budget limitations w/lack of transparency
- Perception and visibility of legislature of EWU
- Lack of faculty diversity
- Online courses
- Schedule driven by faculty - not student's circumstances
- Old facilities and technology

Opportunities

- Online/Distance Ed
- Sustainability
- Interdisciplinary Programs - what problems do you want to solve?
- Robust business intelligence - to support informed decisions
- Expand affordable access to college
- Practical graduate programs and certificates

Threats

- National trend to devalue education
- Budget cuts
- Student loans
- Not attracting students
- Lack preparedness for next round of student needs
- Students lack of critical thinking
- Students not valuing the process

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General comments and observations

Practical graduate programs - applied; Certificates - respond to the need in a region

Schedule driven by faculty - no student circumstance: Jackie says we need to look at it because Math is driven by students

Updating lab equipment - life cycle not established

Critical thinking - how you design your class, teach faculty (Faculty Commons)

Students not moving beyond the initial sound bite

National trend to devalue education - tied to lack of critical thinking. Not just about making money
How to build soft skills

Quality along with affordability - not be the university of last resort - students can think affordability means easy (recipe for failure)

Integrating student support services - building capacity