

## CBPA (Feb 10, 2017)

### Strengths

- Strong loyal alumni (PD Planning)
- Some degrees have high graduation rates
- Cost attendance lowest in WA
- Highly motivated students compared to other local U.G.'s
- Graduate education numbers rate highest in WA (more than CWU, WWU & Evergreen combined)
- Attractive campuses
- "Adequate" facilities (some)
- EWU has genuine interest in UG education
- Diversity of students
- Institution of opportunity for students (non-traditional, 1st gen)
- Only local university at lower cost
- High quality faculty
- Some loyal alumni want to help
- Spokane campus makes it easy to serve working students (some get corporate support)
- Graduate programs - 3
- Accounting Department and its links to business community (students almost always get jobs)
- Some departments/colleges have high-value accreditation (CBPA)
- Low costs to students (in-state)
- EWU Eagle Athletics respect for low-cost high-success
- Regional employers value EWU Business graduates (from P. Jones & L. Davis Arevalo Survey) - 2

### Weaknesses

- Resources are not mission driven
- Resource poor relative to our needs - 3
- Student body includes many week and resource poor students with families and jobs
- University reputation is not strong in some disciplines
- Excessively driven by policies and procedures - 2
- Some units have experienced poor leadership (CBPS) - 2
- H.R. creates rules that result in more difficult job searches to include likely outcomes that are destructive to excellence - 1
- Union creates rules that drive away and outstanding faculty/administrators - 1
- Too many decisions made with poor data - 1
- Failure (Administration) - do not seem to include any accountability. - 1
- Policies and procedures selectively enforced. - 2
- Too often the university fails to identify best practices
- Too many faculty demoralized and unproductive - 2
- IT resources no uniformly available (includes low bandwidth)
- WSU management of Riverpoint
- EWU low 4/6 year graduation rates - 1
- Incompetent staff and lack of ability to get rid of them
- Not enough support for adjuncts
- Budget Allocation not related to enrollment (Business programs)
- Lack of institutional memory

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### Opportunities

- Change of Leadership at all levels at EWU
- Large percentage of local population with "some" college (recruit) "portfolio" - 1
- Opportunity for active Business alums organization
- Online/Blended education
- Internships, Community Engagement, Service Learning - 3
- Fairchild as opportunity - 2
- Creative interdisciplinary degrees and certificates - 1
- Create Master Programs in high demand areas - 3
  - Maybe health care and accounting
- Maybe recruit more international students to create new revenue (might need to look at prices charged)
- Create and grow valuable undergraduate majors -->Maybe Data analytics
- Look at Canadian students - 1
- Partner with universities - International - North America
- Online programs also hybrid programs - 2
- Multi-disciplinary programs - Graduate and Undergraduate

### Threats

- Decrease in State support - 1
- Forced merger with other state universities
- Lack of growth in local high school graduates - 2
- Loss of Accreditation - 1
- Further decline in faculty morale
- If academic quality declines students could disappear - 1
- More self-imposed P&D damage productivity
- Political environment
- Too expensive summer + online
- Competition from online +community colleges
- Declining state \$
- Shrinking pool of college aged people - 2
- 3 year programs
- Increased # of branch campuses (WSU + UW)