

Library (Mar 14, 2017)

Strength

- One-on-one & Group Tutoring
- Faculty are highly accessible
- Students feel connected to faculty - have a sense of support
- **Good balance of education & practical programs - 1**
- Engaged student body (ASEWU) - foster social responsibility (public transportation, student tech fee)
- Competitive wage for faculty (recruit good faculty)
- Improving the physical structures of the university
- Feels very safe campus (to walk)
- **EWU is student-centered - 4**
- Increasing proud to be an alumnus
- **Engaged administration, staff and faculty - 1**
- Health/Science programs
- **Affordability (ratio students to teacher 21:1) - 1**
- Enables student success thru research + critical thinking development
- Fiscally conservative
- **Secure campus / police "on it" - 3**
 - Great offerings
 - Programs for safety
- Strong veterans center services
- Interest / commitment to inclusivity
- Programs such as running start
- **Maximizing resource sharing thru relationships / consortia (Orbis Cascade) - 1**
- Great working environment
- Teaching by faculty instead of graduate assistances
- Student governance (ASEWU)
- **Lynda Campus - 1**
- Equipment check out / student tech fee purchases
- **Affordable tuition (compared to others in Washington) - 4**
- Positive campus climate
 - Overall well-being
 - Safety
- Diversity of students, staff and faculty
- Student-centered
- **University is student-centered - 3**
- Highly educated & motivated faculty & staff
- Commitment to strong instruction programs - Information literacy, English 101. etc.
- **Lots of change and development - not staying static - 1**
- Receptivity to change
- Strong drive to understand perspective of clients
- **Explore and adapt changes in our space - 1**
- Capable of harnessing new technology and trends
- We have retained the employee tuition waiver
- Library's location at center of campus helps it remain the hub
- EWU is located close to Spokane, Idaho, Oregon and Montana - convenient access for citizens
- Manageable class sizes

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Weaknesses

- Facility infrastructures
- We should collect rain water & build rooftop gardens
- We should be more sustainable install solar panels where we don't have rooftop gardens or collect rainwater
- Lack of online program offerings
- Need better wellness programs for employees - 3
- Excessively asking employees to fund more for student scholarships when we already give it all
- Lack of diversity - faculty - 1
- Employee development opportunities - beyond tuition waiver - 1
- Recruitment process is broken - too slow - lose high quality candidates - 3
- Element of institutional low self-esteem
- Lack appreciation of what EWU accomplishes
- Need to shift dialogue/culture - change focus on "what's not working as opposed to what is working"
- At the time of hiring faculty - more emphasis on research vs. Teaching ability
- Not supported in administering grants - lack of grants perception and past practice - lack of funding - 1
- Low employee morale - lack of employee appreciation - shift culture to one of celebrating employees - 4
- Low budget
- Identity crisis - who are we trying to recruit? - 1
- Lacking strong leadership that unites the university - 2
- EWU tends to be competitive rather than collaborative (team-player) - 1
- Lack of online course availability - 3
 - Due to lack of tech support
 - Training
 - Time/ability to convert syllabi to online
- Infrastructure - Support for 1st generation, intentional and others - 2
 - Do we have enough to support our-many student ability?
- Quarter/Semester - is this still a matter? - 2
 - Competitor students enter market faster at graduation
 - Disjointed
- Librarians not respected by campus / self-governance - 2
- EWU rank low - graduation, etc.
- Community engagement / need Cheney help

Opportunities

- Increase collaboration with external partners
- Expand online opportunities
- 3D printing & "Maker Spaces" - 1
- Emphasis on critical thinking and identifying the truth
 - If somebody sees something on social media or even in the news, we should teach students how to distinguish what is the truth
- Focus on quality, not just quantity of graduates
- Intentional commitment & focus on initiatives that support EWUS's core values - 1
- Internationalization - 2
- Recruit non-traditional students

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- Trends - career - timing is critical
- Medical / Community Health - expand existing programs
 - Geography - draw students from neighboring states
 - Increase student enrollment
- Comparative FTE/Faculty Ratio is a benefit to students vs. larger institutions
- **Is the perception of EWU positive? - 1**
 - Yes - student/faculty ratio, access university
 - No - perceived as Cheap university versus a value, affordable
- Provide self-funding through grants and other opportunities
- **FYE (first year experience) retool - 1**
- **Strengthen relationship between advising and career services to improve student success - 5**
- **Assessment - 1**
- **Online offerings - 3**
- **Increased region for engagement (especially Cheney, etc.) - 2**
- Niche programs - sustainability (major), cont'd...
- Finding positive avenues for partnership with competitors (WSU)
- **Engagement w/local non-profits and industry - 1**
- Re-establish Office of Community Engagement director and resulting programs
- Opportunities to better bring local and region to EWU (not just athletics)
- **JFK needs more space - opportunity to be campus partner ... events, more class rooms - 6**
- More sustainable bldg. (solar panels on JFK)

Threats

- **Potential decrease in funding - 4**
- Non-competitive tuition rates
- Breakdown of K-12 system to create under prepared population --> decrease retention
- Not being able to support special populations
- **National trend to decrease academic standards - 1**
- Unknown political scene
- Policy changes in student financial aid
- **Focus on blue collar jobs diminishes value of college degrees - 1**
- Keeping up with support: compatibility with technological innovations
- **Not recognizing or knowing public perceptions of us - 2**
- **Expectation that a college degree equals the desired job - 3**
- **Absence of robust university - wide copyright approach (compliance, policies, procedures) - 1**
- Community college offerings for certificates: advanced programs
- **Community college offering B.S. degrees: 4 year applied degrees - 3**
- Continued capital decrease limited funding (funding for Bldgs.)
- **Online/distance ED: for profit schools, WSU - 1**
- Possible decrease of international students (both students and faculty)
- Need to boost graduate programs
- "glut" in the market of programs (i.e. Health Science ?)
 - Rush to fill niche then too much competition
- Ranking low (beyond control - reputation)
- **Assessment / accreditation (dings) - 1**
- Faculty recruitment - hard to attract? Salaries help but need to remain competitive
- Media bias in favor of WSU/Gonzaga
- Legislature favors WSU (Land grand status secures more funding)

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- Spokane campus EWU is dwarfed - WSU landlord / tenant arrangement - 3
- Legislative \$\$ go to research areas
- Lock of local visibility
- Newspapers favors WSU
- Television favors WSU/Gonzaga