

President's Regional Advisory Council (Feb 28, 2017)

Overview

STRENGTHS

- EWU represents a value proposition
- Low cost
- EWU is #1 rider on STA (Paint the pillars EWU colors at – Lincoln St. Exit bus stop)
- Work with first generation students

WEAKNESS

- Visibility – “Best kept secret”
- Not communicating to the Community about what's going on at EWU
- Bridge the distance between Cheney & Spokane
- Perceived low self esteem

OPPORTUNITY

- Alumni – develop outside Spokane
- Become Spokane's School – Leverage Football success
- Better communication with high schools, “you can go to Eastern” – 1 Generation, Veterans, etc.
- Alumni still untapped
- What is the next big thing “that's Eastern's?”
- *EWU: Find voice – Align resources – Execute*
- Develop Native American Advisory Board (WSU & UW have Long Houses in the middle of campus)
- How do we tap into Native American tribes?

THREATS

- Reduce value of a classic education vs. need to develop workers
- Federal funding decrease

Strengths

- Value - Price
- Academic Commitment
- Relationship building
- Right size
- Sense of community
- Local lineage
- Marketable Palate
- Creative Writing Degree
- Athletics - balance
- Cultural diversity
- First Gen focus
- ???
- Accounting / Occupational Therapy / Physical Therapy
- Great talent - faculty/staff

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- Partnerships w/K-12
- Location - nest to Spokane
- Balance - well rounded
- Undergraduate Research
- Campaigns
- Spokane campus
- Alumni pride / involvement
- Allied Health programs - connections for students
- Trusted Brand
- Class size (+/-)
- Brand awareness
- Faculty and staff community involvement
- Beautiful campus
- ROTC Program
- Veterans outreach
- Local retention of High School students
- PRAC
- Responsive to local employment needs
- Capacity for political influence + cause and purpose
- Large alumni pool
- Physical facilities extensive
- Attract big groups - Robots, PNQ Volleyball, NCUR
- EWU Foundation

Weaknesses

- Inconsistent public plan - initiatives
- Communications
- Some aging facilities
- State budget support softening
- Lack of definition / mission
- Branding
- Other funding sources other than State
- Not showcasing premier applied research/talent
- Marketing outside Cheney & Spokane County
- Perceived low self-esteem
- Decreased visibility outside metro area
- Not research institution
- Need to attract top students
- Failure to tell story
- Small college town w/limited social opportunities
- Lack of visibility of Spokane EWU Campus (most students but wouldn't know it)
- Visibility
- Inferiority complex
- EWU Licensing - lack of products out in economy
- Graduation rate
- Cheney location
- U-district Presence

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Opportunities

- EWU = Spokane's Public University
- Develop connections w/business + industry - applied research
- Grow connections w/Tri-Cities
- Social justice/innovation leadership
- Expand graduate programs
- External focus of new deans
- Improved graduation rates and time to graduation
- Relationships w/other colleges/universities
- Ally w/partners like Microsoft (better tie in businesses)
- Be a welcoming home for diverse population by elevating the reputation and reality
- Leverage Alumni
- Be a center of excellence for:
 - Dental school, Occupational Therapy
 - Engineering school
 - Science school
 - Greater integration w/Cheney/Airway Heights
- Spearhead a local initiative to grab people's attention like WSU medical school
- Opportunity to communicate EWU is #1 in.....
- Develop advisory boards for all colleges
- Develop Entrepreneurial Center
- Meet future Teacher demand
- Expand nursing
- Internships coordinated with community partnerships
- Native American Advisory Board
- Native American MOU's
- International Students
- Online Education
- Community exposure
- International connections
- Community partnerships for tech transfer/innovation commercialization/sustainability studies (i.e. Avista)
- Growth - capacity -everything!
- Leverage athletic success for more growth
- Tell the EWU 2017 Story!
- Use multiple media to tell story
- Build/strengthen K-12 partnerships

Threats

- Rising Education costs
- Political uncertainty / divisiveness
- Immigration uncertainty
- Decreasing federal funds
- Rapidly changing workforce environment
- Competition from other schools
- Rising health care costs
- Service delivery models on education rapidly changing
- Demographic changes

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- Slow Eastern WA economic growth and population growth
- Pace of technological change
- State funding
- Education delivery models
- Audience fragmentation
- Ability to adapt
- Racism/Indifference
- Population trends
- Competition
- Lack of funding + class availability (STEM, Health, etc.)
- Federal Student Aid drying up
- Impact on student life experiences due to \$ (students having to work more hours, etc.)
- Declining public support for Higher Education
- Pitting K-12 against Higher Education
- Low HS college - going rates in WA (#46 in US)
- Difficult/uncertain job market for some majors (regional)
- NDSU (North Dakota State University)
- Reduced value of Liberal Arts/Classic Education
- Competition from other universities