

Student Affairs Council (Feb 8, 2017)

Strengths

- Friendly environment
- Strong sense of community
- Dedication to student excellence
- General enrollment growth for high school market
- New PUB, new multi-cultural center - student input - 2
- Location - small town, big city
- High quality veterans center- 3
- Academic program offerings - goo mix - 1
- Research opportunities - undergraduate
- Higher than national average experiential learning - 2
- Accessibility of campus - 1
- Personalization - students connected to campus - personal touch - 1
- Athletics students' academic performance
- Value/cost - 3
- Opportunities: career services/internships - 1
- Student resources; academic advising plan? - 1
- Personal touch from the beginning (recruitment) - house calls, midnight breakfast
- Unique programs to the state - 1
 - Criminal justice, forensic science, crime lab access
- Student connections, meeting with professionals in the area
- Financial aid availability
- Living learning communities
- Learning commons
- A lot of faculty/staff that are experts in their fields - nationally/internationally known
- Diversity in programming for students - 1
- Recreational paradise - 1
- Excellent student support for crises/emergency
- Strong/friendly police officers - community police focus
- Hard working/dedicated faculty and staff
- Have a Pride Center w/own space - 1
- URC facility
- High Professor/student Contact time - 1
- Growing Student Affairs Identity
- Highly digitized - access to information - process - opportunity
- Programs have a practical focus (applied programs)
- Affordability
- Safety - 1
- Nice visitors center
- child care center
- Free tutoring; PLUS groups
- Free parking
- Bus Pass - STA - 2
- High level of cooperation across campus at the department level
- Employer perception of EWU graduate competencies - 2
- Campus is pretty
- Involvement from President – 2
- Small class sizes

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Weaknesses

- Over worked faculty/staff; limited staffing
- Unclear priorities
- Lack of transparency and communication - to students - internal/external - b/w employees - 6
- Lack of identity --> what does it mean to be an EWU Eagle - 7
- Unclear values structure
- Lack of wage equity
- Information is not easily accessible
- Lack of institutional commitment to addressing these concerns - 1
- Decision-making for changes is not inclusive
- What exactly is our commitment to diversity and inclusion --> communicate this out so we are on same page - 1
- We're sometimes so flexible that we don't hold students accountable --> enabling
- Inconsistent approach to student development - 1
- Over-programming w/o solid assessment plan - 3
- Lack of engagement from mid & senior level administrators
- IT has lots of resources but there are consistent issues/problems - need better tech support - 4
- Website, not very user-friendly (lack of mobile platform)
- Data integrity - can't trust data - 5
- Licensing (logo, missed opportunity for visual
- Need of stronger involvement from MARCOM
- Limited resources in food option/restrictions from campus dining - 1
- Inequity for professional development
- Striving towards best practices for Title IX
- Don't raise sights high enough, we apologize for who we are - 1
- Haste makes waste element to the work we do
- Onboarding process can be strengthened
- Stove piped decision making - no development between departments - 1
 - Organizational Structure/development, need better understanding what others do & their processes
 - Merits of an idea is based on relationships vs. merit of the idea
- Welcome points on campus hard to find, difficult to find maps
- Staff needs to be more diverse
- Athletics operates in the red
- State support/tuition dependent
- High cost of room and board
- Poor strategic enrollment - no shared campus commitment to a retention strategy - 1
- Lack of scholarship resources
- Lack of online offerings - 1
- Uncoordinated pre-college programs
- General Ed needs refreshed
- Ineffective utilization and non-standard class schedule times - 1
- EWU has both Semester and quarters - 5
- Infrastructure - aging buildings (some ugly res halls) - 1

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Opportunities

- Grow EWU campuses in an environmentally and budgetary sustainable way
- Solidify value structure/ Eastern Eagle
- Additional diverse staff/faculty
- Infrastructure/support for students from other countries/backgrounds
- Capitalize/leverage EWU Alumni - 2
 - Target special populations of Alumni
 - System for tracking Alumni
 - Expand alumni office
- Digital lead generation (domestic and international): engage in best practice for student leads - 3
- Financial aid leveraging
- Expand Go Home
- Enrich engagement on campus through MAC/PUB w/Cheney
- Well know speaker for commencement (international/national though leaders)
- Well-known artists for future concerts
- Presidential Speaker series
- Medical school
- Detach from WSU (Spokane Campus)
- Additional doctoral programs
- Expand engineering offerings (civil/chemical)
- Academic market demand analysis
- Multi-cultural consultants to help with cultural center
- Collaboration with Spokane-area schools
- Online growth - 1
- Scholarship growth
- Storytelling - telling Eastern's story
- Website upgrade - 2
- SEM (Institutional - side)
- DRT
- User-testing
- Better marketing of place - 4
- Grow evening offerings - 1
- New PUB opportunities - 1
- Visibility on a National level - Athletics - 1
- Expand Brand Name - Professionalize our identity and brand
- STLR Program - 2
 - Badges program
 - Co-curricular transcript
- Craft breweries
- Spokane and Spokane Campus operations - 2
- Diversity of Student population (International and domestic)
- Reaching out to returning Adult Students - 3
- Reaching out to Engineering & Technology transfer students
- Polytechnic (become)
- Grow the health sciences
- Direct transfer agreements - 2

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Threats

- Tuition Freeze - lack of state resources - legislative visibility - 6
- Community College 4 year degrees - 3
- Unpredictable demographic for future students
- Uncertain future of DACA (Deferred Action Childhood Arrivals)
- Automation - diminished career opportunities after graduation
- Education Policy changes
- Financial Aide policy changes - PELL Grants - 2
- Political Changes - 1
- Uncertainty in new college hiring projections (downward trends) Soft employment Market
- Perception of the value of higher education - 2
- Perception of less value of a liberal arts education
- Competition with/from 4 year publics & their access to more financial resources than EWU
- Increased social unrest less tolerance for discourse
- Expansion of WSU Everett/Bellevue
- WSU Spokane Identity change
- Lack of visibility/overlooked
- Data integrity
- Lack of clear identity and values structure - 3
- Conservative nature of the region given National politics at play
- Lack of understanding opportunities/value of innovation
 - 2nd year experiences
 - Engagement w/non-profits
 - Co-curricular experience
- Competing w/on-line institutions
- Increased lack of preparedness of incoming student: K-12 demand for core classes
- Student well-being, incoming lack there of
- Increased in recruitment doesn't match retention needed strategies
- Reactive mentality - 4