

## ESD 101 Superintendents (June 9, 2017)

### Strengths

- Communication w/local HS (students and counselors) is great
- Reasonable tuition costs
- Accessible - local/proximity/commuter/on-campus
- If students stay - the product is strong
- Beginning to diversify programs and offering high demand training
- Continue to add and update physical infrastructure and facilities
- Small campus and surrounding community
- Resources for incoming freshmen to keep and retain them
- First generation emphasis
- Athletics as a recruiting tool
- Sister universities
- Proximity to Spokane
- Two campuses (Cheney/Spokane)
- Improving reputation
- Perception that smaller size improves relationships w/faculty & staff
- Strong education dept
  - Strong faculty - well regarded locally
- Dental hygiene/physical therapy is strength

### Weaknesses

- Commuter reputation
- Hesitant to "reach out" to small communities i.e. student placement
- Outreach to local high school students
- "Content" to take a "back seat" to local competitors i.e. WSU/GU
- Cheney is not a destination - too close to Spokane - is there "enough" there?
- With "first generation" reputation... does it turn off some students
- Despite recent stability, there is a reputation of presidential turn over, staff/faculty discord... hard to live down.
- How high quality is faculty?
- Lack of TRIO program
- Lack of substantial, significant alumni support? Endowment? (history as a "normal" school, not high earners)
- Principal Program (PEAB) is not strong - not competitive with the other programs available in the region
- Lack of intentionality
  - No unified message
  - Legislative platform or opportunities to seek assistance

### Opportunities

- MA in ED (Principals Program) needs to be strengthened
- Online opportunities (blended)
- Define what we want to be with a consistent message... not just football
- Doctoral program (enhances academic reputation)
- Figure out how to retain year 2 students perhaps a similar program to that which is being done with year 1 students.
- Branding - slogan - tag line i.e. WSU "World class; face-to-face"

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- College in the high school classroom - gets kids an "EWU transcript"
- Build stronger ties w/local community colleges
- Look for an emerging field (i.e. coding... or like WSU w/Viticulture) and establish a program... get out in front

### **Threats**

- Washington State legislature
- Trump admin DOE
  - Lack of support for Pell grants and other 1st generation support
  - Lack of research and other grants
  - VISA, immigration changes
- Online competitors
- Changing demographics; poverty increasing
- If athletic success diminishes, won't be as important (could affect) for recruiting
- Leadership turnover would (potentially) diminish stability
- Limited financial resources
  - Maintaining quality staff
  - Facilities
  - Providing student assistance
- How is the Spokane campus being utilized
- Four year retention rate
- 2nd year dropout rate
- Outdated programs (Principals Program)