

Advancement (Feb 15, 2017)

Strength

- Diversity - Diverse
- Affordability - Value - Cost - 4
- Opportunity for students after graduation - w/community
- Accessibility
- Location
- The number of degree options - 1
- Entertainment factors (music, art, theater, film, etc.)
- Pride - positive atmosphere - 2
- Niche / quality programs (not offered other places) - Dental, Health, etc. - 1
- Tradition
- Values
- Facilities
- Community (physical and a sense of...)
- Employment opportunities for students
- Digital archives located on campus

Weaknesses

- Location
- Lack of resources (budget & people) - 3
- Work overload - not filling positions as people leave
- Not "sexy" - Just Eastern - 2
- Crappy Stadium - lack in facilities and parking
- Lack of solid identity (what's our brand)? - 2
- Budget consistency and allocation for departments
- Not promoting programs - because full (need to still advertise even if full) - create supply and demand - 1
- Clarity of vision - 2
- Lack of centralized marketing budget (can't help those with smaller budgets)
- Promoting within vs. outside search - not always most qualified - interim becomes permanent - 1
- Promotions are compensation - stepping stones - lack of upward mobility
- Retention - positions top out no room for growth - 1
- Political atmosphere - stay neutral/protect all students "stop politicizing education" - 1
- Lack of well-developed donor base

Opportunities

- Location (more access to large public)
- Play Gonzaga - more
- Partnering w/businesses in community - 1
 - Fundraising, internships
- Be Spokane's University (takeover workforce) - 2
- Improve and expand online classes
- Community leaders
- Build donor base
- Offer leadership graduate program
- Expanded branding opportunities - what we're know for
- Better retention and employee engagement - 1
- Expand high-value programs (health sciences)

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- International student enrollment increase
- Presence at more local events - Art, theater, music

Threats

- Location
- State level budget
- Economy
- Local universities (GU, WSU, Whitworth)
- Weather
- **Poachers - highering away faculty and staff - non-competitive wages - 2**
 - Federal level - student loan process
 - Community colleges offering more programs
- Growth (lack of or too much, need to figure out what is right)
- Infrastructure problems (bad water in Hargreaves, internet going down, etc.)
- Cyber-attack/hacking
- Trends - student demand and EWU keeping up/having availability of classes
- **Lack of a culture of giving - 1**
- Retention - faculty and staff and students
- Staying connected