

## Alumni – Spokane (April 24, 2017)

### Strengths

- Affordability
- 1st generation students
- Recruit minority students - increased diversity of students
- Media coverage due to athletics
- Ease of transition from community colleges to EWU - Running Start
- Positive image - regionally (Spokane County and beyond)
- Campus
  - Size and ascetics
  - Historic feel
- Freshmen live on campus
- Pride
- Community full of alumni - 3
- Sports programs - 1
- Quality of education
- Location/city/urban draw - 2
- Good cost of living
- Great brand
- Nationally recognized Education Programs
- Interpersonal - relationship based education (faculty know students) - 1

### Weaknesses

- No Spokane strategy - 7
  - Visibility
  - Inter-activeness
  - Volunteerism
- Downtown presence lacking
- Minority presence at downtown campus
- Brand lacking in community - 1
- Risk averse - need to update football stadium - 1
- Not mining student/alumni as a resource - 2
- Community/alumni voice missing in legislative agenda/strategy
- University focused solely on treasure (\$); not other assets/resources
- Engaging alumni - read emails/publications and connect by donating and attending events
- Lack of technology in graduates to transition to "business world"
- No "one EUW" - silos between colleges - 3

### Opportunities

- How quickly do we respond to the business needs for graduates/education - 1
- STEM (A)
- Athletic investments - 1
- Career Services
- Difficulties to recruit interns
- Networking between colleges/professors with students - 5
  - Connect alumni owned businesses to students
  - Support EWU alumni owned businesses
- Bring business into the classrooms
- Build deeper connections w/business leaders in the community - 1

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- Public/private partnerships - 3
- Arts presence in downtown via public/private partnership
- Alumni retail space downtown (more presence)
- EWU gear available more readily
- Gear truck! (like a food truck)
- Swoop
- Improve internship programs - 1
- Leverage Dr. Cullinan
- Telling EWU success stories! - 1
- Increase technology graduates to meet increasing demand

## Threats

- Increased competition for limited resources
- Lack of legislative support
- Eastern Washington has minority of legislative voice - 1
- Students w/debt who don't graduate successfully or don't gain employment - 3
  - Lack of networking internships w/businesses
- Reputation of EWU tied so closely to athletic success - 2
- Political impacts an international student attendance
- Online universities/non-traditional education - 3
- Cost of education
- Ambivalence about higher education among younger generations
- Transferring from community colleges of other state schools not a smooth/clear process - 1
- Strong emphasis on STEM only education
- High school grads not prepared for college level classes
- High percentage of new student acceptance rate
- What type of students are we "targeting" (1st Gen, honors, etc.)?
- Population growth