

Athletics 1 (Apr 4, 2017)

Strengths

- Location: Spokane airport - 3
- Zero traffic
- Peaceful w/o lines
- High quality of life - 2
- Great people/community - 1
- Education based school vs research (more personal)
- New PUB
- When we get a change (even if long coming) it is nicely done
- Coaching & staff integrity - 1
- Compliance support - 1
- Safe place for "your kids" for recruits - 1
- Success of athletic programs w/far less funding resources
- President's cup!
- Variety of degree programs - 1
- Adidas sponsor - 1
- ?? - Augie - 1
- Strong Alumni support of athletics
- Good facilities for external events - provides exposure and revenue
- Stepping stone for career growth
- Size of university
- Good for non-traditional students
- Atmosphere/Location/Proximity to airport/Spokane
- Small Greek system - less distractions
- Opportunity to do wonderful exercises
- NCAA D1
- Competitive athletic programs - 1
- Affordability - 6
- Class size - 1
- Do more with less (we are great at squeezing blood out of a turnip!!)
- We provide entertainment for community/region
- Good location - 1
- Team work
- Space for growth
- Have a national identity
- Red turf
- Good logo - 1
- Family environment
- Academic diversity - 1
- Student center
- Within staff support
- Small friendly community

Weaknesses

- External Branding/licensing
- Comparing vs to rivals - 1
- Retention to staff
- Across campus recognition/partnership

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- Lack of community engagement
- University support/president support
- Financial Creativity - courtesy cars for all head coaches & administrators
- Shared facilities - no ownership, in-fighting - 9
- BOT understanding the importance of athletics to university exposure - 29
- Support Staff \$ - 15
- Turnover lack of \$ remuneration - 4
- Parking for staff
- Facility - standalone - 1
- Diversity training for coaches/staff
- Caring about appearance
 - Trash, landscape in key areas
 - Ex, back side is industrial looking
- Lack of funding - 13
- Facilities (control of own facilities) - 6
 - Stand alone
 - Under sized/outdated
- Academic support
- Under staffed - 12
- Parking for staff
- Faculty/staff/student involvement
- Equipment (computers/updated equipment)
- Gender equity/Title 9 in Athletics - 4
- Upper level visible admin support
- Cheney city growth/development

Opportunities

- 2nd largest city in State - 3
- Affordability
- Small class size
- Faculty student ratio - 1
- Potential field experience
- Airport distance to campus - 3
- Utilizing Spokane campus
- Completing major projects
- Linking rural and urban living
- Environmental research
- Room for institutional growth
- Accessing young Alumni
- Good fan base access
- Facility upgrades: sports facilities, student success center, sports med center

- First generation students
- Regional accessibility
- Corporate sponsorship opportunity
- Take advantage of Division 1 Athletics (D1)
- Staff opportunity to be a part of National Sports Committees
- Stronger connection of EWU (Athletes & all of EWU) - 1

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- \$ Cheney, \$ Spokane
- "From Cheney to Spokane is 20 miles, from Spokane to Cheney is 50 miles"
- Athletic branding in Cheney, Spokane & internet (to many WSU, UW & GU on our own campus)
- Still a commuter school, think of ways to increase EWU "feel" in Cheney/Spokane
- Better food - for athletes on campus would be a big sell - 11
- Tap into Spokane market - 1
- Spokane Sports Commission ride to recent hype!!
- All coaches involved more with donor circles
- EWU professional athletes give back

Threats

- State Budget (Olympia)
- High applications but low enrollment
- Feasibility for access to facilities re: Campus
- Donations - lack of big donors - 2
- Sports being dropped - 1
- Fear of change
- Shared facilities - 1
- Losing momentum from athletic success
- Climate
- Job security - 1 year contracts
- Lack of internal program improvement/growth
- Little brother to UW - WSU in state
- Next to power 5 school - 1
- Saturated market
- Lack of vision - too much process - 1
- Foundation needs to be stronger - multiple locations - 2
- Increased student fees/room and board
- Brand on plane/bus
- Athletic space to host
- Institutional support - 2
- Facilities outdated
- Board of Trustees lack of understanding of the value that athletics brings to EWU - 16
- Roos field (perception)
- Pavilion (perception)
- No state funding goes to athletic facilities
 - Donors! - Sugar daddies!! - 2
- Licensing problems, example; no EWU gear for folks to see, bye, etc.
- EWU Brand Gear not accessible for all sports
- NCAA liability/concussions - 1
- Power 5 & autonomous rules etc... - 1
- Conference realignment
- Cost of attendance increase