

Business & Finance Leadership 1 (Mar 8, 2017)

Strengths

- Diversity
- Optimism
- Human Resources
- Geographical Location
- Low Cost / Value
- Accessible to students
- Positive Working / Learning Environment
- Right Sized
- Academic Offerings
- Safe Campus
- Red Turf - 1
- Building and grounds
- Congenial atmosphere
- Longevity of employees - 1
- Institutional knowledge
- Focused on self-planning vs. comparison planning
- Employee loyalty & caring Administrative support - 1
- Customer service
- Student support
- Alumni +70,000 strong
- Only campus with free parking
- Great commuter support
- Student to teacher ratio
- Hulani - 2
- Police dept. relationship with students - 1

Weaknesses

- Technology Training/Support
- Lack of nimbleness - 2
- Technology infrastructure - 1
- Old buildings
- Academics scheduling - 1
- Facility utilization
- Commuter school image
- Poor quality dorms - 1
- Lack of marketing in elementary and middle schools (build the students from early age)
- Funding - 1
 - Softening enrollments
 - Market position - marketing
- Lack of understanding of roles of other departments and connectivity of our processes - 4
 - What I do might affect other departments
- How do we make EWU Spokane's university - 4
- Freshman live on requirements (many parents commented)
- Lack of support system for students
- Seeking external funding/grants, etc.
- Communication silos - 4
- More trust across depts. - i.e. not micro-managing - 2

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- Lack of documented processes - 1

Opportunities

- Positive image in community
- Bridging w/community - i.e. sustainability (local and regional)
- Spokane campus - become more involved - 2
- Space availability expand opportunities with business leaders, K-12 leaders - 2
- More internships - 7
- Using technology to message and recruit students
- Identify academic program as national "best"
- Health Sciences programs expansion
- Athletic success - capitalize on it - 1
- Marketing ourselves - branding/identity - 4
- Certification programs - add
- Geographical location - take advantage of closeness to Spokane
- Online education - 1
- Alumni - Recognize/enlist to help bring in students

Threats

- Proximity of 5 other colleges - 1
- Immigration law
- Political environment
- Economy
- Pace of change/technology
- Deteriorating Infrastructure - 6
- Online education opportunities
- Quality of students
- Competing universities (WSU, SFCC, Gonzaga, Whitworth) - 1
- Funding from the state
- Location - remote
- Aging facilities
- Providing housing on campus that appeals to student - more apartment like - 5
- Online education
- Increased minimum wage - this is an opportunity? Family living wage.
- Faculty and staff turnover because of better opportunities
- National presidential mandates and current cultural climate
- What is our reputation?
- Validation? - Thinking "Just Eastern"
- Social media writes the narrative - happens fast - 5
- Truth & facts don't matter