

## Library (Mar 15, 2017)

### Strength

- Focus on undergraduate students/teaching
- Tuition is low/cost/value -2
- First generation college students
- Good reputation (especially in teaching)
- Faculty engaged in teaching (over research) - 4
  - More individual attention to transfer students and freshman
- Class sizes not overwhelming
- Institution size is flexible/responsive (Goldilocks "just right")
- Affordable region w/good climate - seasons? Personal?
- "school of opportunity"
- Larger non-traditional and/or military veteran population - 1
- Quarter system (for programs that like it)
- Technology for students: computer labs, free software, equipment checkout
- Diversity of students: international, social economic status/class - 1
- Welcoming to students regardless of race, gender, class, etc. (is it enough?)
  - Nursing mother's room
  - Non-gender specific bathrooms
  - Childcare center
- Community (faculty) connections with local businesses
  - Shadowing, internships, job - opportunities
- Farmers markets Cheney businesses tied in
- Student - oriented programming events; concerts, lectures, neighbor fest
- Strong student clubs offered
- Pretty campus

### Weaknesses

- Quarter system (disadvantage for some programs) - 1
- Inconsistent advising system - 1
- Reputation ("fallback" / "second tier" / backup school) - 1
- Need a stronger marketing plan
- Science facilities outdated - 1
- Foundation fundraising is lacking - 1
- Diminishing state support - 1
- Orienting and welcoming transfer students
- Lack of communication: inter/intra departmental (departmental and institutional) - 2
- Politics interfere with progress or change
- At certain levels employees do not take responsibility for their duties and decisions - 2
  - Vague job duties lack specificity - who does what?
  - Leads to apathy
  - Impacts staff and procedures - impacts students
- More STEM needed - 2
- From staff perspective - lack of inclusion in decision making (both EWU and Library) - 2
  - Two - level division
  - Top to bottom
  - Top heavy - where most decision making occurs here without other voices informing decisions

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- How do you address it? Include stake holders - clear demonstration of why decision was made - justify
- Financial support where it is most needed - top heavy in administrators - 1
- Civility (no consequences for misbehavior) - 5
- Standard for measuring student success

### Opportunities

- Leverage natural environment
  - Degree programs
  - Branding (opt outside, etc.) in areas where students can get jobs (Science Ed?)
- Promote ourselves as "School of Opportunity"
- You won't get "lost" here
- Positive impressions of EWU on the rise
- Market to the west side - 4
  - Get away from home but pay in-state
  - Brand ourselves as "EWU" & not Eastern
- Guarantee graduation in 4 years - 1
  - Requires strong advising
- More marketing to military/military spouse/kids - Fairchild in particular
- Proximity to Turnbull and agriculture for programming
- WSU Medical School spillover effects
- Strengthen STEM - 2
  - Pre-Med pipeline?
  - w/hospitals/healthcare facilities
- Scholarships support programs
  - Athletics, ROTC, Music, Honors, International
  - State supported Running Start, assistance in the local high schools
- Community ties to EWU - improves image and inclusiveness and possibly \$ support
  - Fundraisers
  - State Fair
  - Neighbor fest
  - Robotics
  - Science Olympiad
  - Food banks
  - Sports camps
  - Music camps
  - Octoberfest - Library
  - Symposium
- Spokane campus - defining needs and offerings to students - 2

### Threats

- Lack of funding from the state - Impacts everyone - 4
  - Services and resources
  - Student debt increase
- Immigration travel bans + restrictions
  - We want more international students but if they cannot get into US, can't come to EWU
- National trend of discord and fear - 1
  - Makes experience more difficult for international students

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- May not attend
- Impacts relationship and national funding for international students and EWU
- If rely too much on tuition from international students, puts EWU in difficult position is \$ not coming
- Less funding for student hours impacts work load for staff
  - +/- of state minimum wage (great for working student but how do we pay for it?)
  - How to do more with less
- Community colleges offering 4 year degrees - 1
- Online degrees from competition - 3
- How do we stay viable and relevant?
- Competition in Spokane after graduation for jobs with other grads from local colleges
- Technology - keeping up with it and funding it - 1
- Quarter system challenging for external internships - 1
- WSU Spokane expansion may continue
- Local competition for students in allied health - for undergrads in general
- New metrics for higher Ed may threaten institutions that serve 1st generation students