

Business & Finance Leadership 1 (Mar 8, 2017)

Strengths

- Our mission (transformation of students)
- Value of our education overall
- Quality of life - 1
- Excellent faculty and staff
- Reputation on the rise
- Class size
- Commitment to success (of both students & staff) - 5
- Appeal - Facilities, due to effective management/ maintenance - 2
- Proximity to Spokane metro area and accessibility
- Safe environment - 3
- Competitive post-graduate placement - jobs
- Competitive student retention
- Small-town atmosphere - 1
- Low cost
- Degree options in marketable fields - 1
- People - students, staff, faculty & community - 1
- Support from leadership - 2
- Fiscally stable
- Right size for student service level
- Positive and respectful of others work
- Safe Environment - campus
- BOT involved and care about student's perspectives
- Student Services - URC, Dining, Resident life
- Work study/student employees

Weaknesses

- Lack of connectedness w/city of Cheney (not a real college town) - 8
- Lack of cohesive connection of strategic plans between units/divisions
 - "What happened to the last one?"
- Department communication
- Lack of celebration of accomplishments - 2
- Silos - 3
- Politics - 1
- Reactive rather than proactive - 6
- Undefined processes - 1
- Housing facilities - 3
- Student evaluations
 - what happens to them?
 - Are they used for anything?
- Ever changing priorities - 1
- Lack of collaboration across divisions - 4
- Duplication of effort
- Lack of succession planning & cross training
- New employee & leadership training - 1
- Resistance to change - 4
- Shortage of skilled trades persons - 2
- Limited class offerings = preventing on-time graduation

Business & Finance Leadership 1 (Mar 8, 2017)

Opportunities

- Become a stronger partner regional (Spokane, Post Falls, CDA) - 1
- Central Washington expansion - Hispanic Serving Institution
- Business Partnership Expansion
- Increase Scholarship campaigns
- Destination employer - people come to EWU to stay
 - University of choice
 - Employer of choice
- Social media presence expansion
- Investment of employees to increase the internal Return on Investment (ROI)
- Diversification/diversity
 - Students
 - Staff/faculty
 - Finances
 - Programs
- Increase enrollment outreach to K-12 (High School) - not exploited - 6
- Explore grants capital (funding) - 1
- Renewed marketing - visibility, branding, identity - 3
- International student growth
- Distance/online education - 1
- College credit for assessment of work experience - 1
- Recruitment opportunities (increasing # of college students) - 2
- Leadership/mentorship development programs - 2
- Opportunities to leverage EWU resources for training/development (collaboration) - 3
- Enhanced recruitment - using different methods
- Expand athletics to increase Alumni support and engagement

Threats

- Lack of focus - 8
- All things to all people - 3
- Lack of trust - 2
- Competitive higher ED in Spokane
- Legislative (Federal and State) - 1
 - Funding priorities
 - Legal Requirements
- Perception of profiling
- Increasing state & federal regulations - 2
- Political environment
- Trust issues - 4
- Funding - 3
- Keeping up w/millennial student & employee needs
- Financial instability
- Demographics - no control
- Immigration policy changes
- Public perception
- Compliance demands - McCleary
- Size of pie - more competition - not growing