

## Information Technology (Jan 24, 2017)

### Strengths

- Low cost - 2
- Running Start
- Quality of staff - professional, caring - 1
- Continuous Capital Improvements - 1
- Nimble - able to adapt to change
- Student to faculty ratio
- Bus Service / STA partnership - 2
- Institution Size
- Location/Proximity to Spokane - 2
- High Quality academic programs/Depts. (Engineering, Physical therapy, MBA, etc.) - 3
- Improving Student Retention
- STEM - Strong programs - 3
- Athletic Program - draw good students - success draws attention, students give us a look
- Eastern feels like home to students - 1
- Multiple campus locations
- Dorm "House Calls" - student/staff interaction positive - Reslife - 1
- Extra-Curricular opportunities (URC, Rentals, Epic, Ice rink)
- Beautiful Campus
- Provide local jobs (economic impact)
- Work/Life balance for employees - 5
- Union Protection - 1
- Veteran's Center - 1
- ROTC Program - 1
- Close to Fairchild
- Night classes
- Spokane campus
- Pedestrian friendly campus
- Turnbull Wildlife preserve
- Sustainability center - 1
- After graduation employment opportunities - 1
- Career center
- Student employment
- Increasing # of programs
- Good hiring decisions - staff knowledgeable
- Diversity

### Weaknesses

- Focus on top/line # vs. successful students - 1
  - Retention
  - Students not prepared for college - stuck in remedial programs
- Competitive/Robust/flexible online learning
- Planning of classes from a 4 year completion point of view - degree planning - 1
- Retaining/recruiting staff - time to fill (losing to competition) - 4
- Keeping technology up to date - no road map - 4
- Communication between departments - 1
- Using up to date teaching techniques (APP generation) - 1
- Grow and improve creative spaces (Create Spokane) - Maker Movement - Spark Center - 1

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- Reliable classroom Technology - 1
- Tech standards - 2
- Training/professional development for staff - 2
- Trust - 2
- Respect - 2
- Change adoption - people/process - 5
  - Change is top down no explanation of Why - quality of information poor
- Student experience - commuter campus - challenge of building culture

## Opportunities

- Media Coverage of Athletics - 3
- Regional cultural programs - Get Lit
- Inland NW geographic center - Economic - small town benefits
- Running Start, Early Head Start, Online learning, Summer programs/camps - 3
- International students
- Image Improvement/Branding - 1
- Technology Facilitate student success
- Professional opportunity - career paths
- Blogging
- Partnerships business other institutions - internships ++ funding/academic - Cheney community - 1
- Celebrate successes - advertise academic strengths - 2
- Good support system for first year students - expand on that
- Improve virtual footprint/remote learning
- Continued improvement in retention gradations rates
- Formalize bring your own device - improve
- More technical opportunities for students
- Become Research institution - more funding opportunities
- Leverage student tech strengths - present more opportunities
- Road infrastructure improvement is. 904 lane/Safety

## Threats

- Always doing the same thing because we've always done it this way - 1
- WSU (external competition) - 3
- State funding (political)
- Security (Technical, physical)
- Castle building - 2
- Change for sake of change
- Natural disasters
- Strategic plan - does it resonate w/staff and faculty - 1
- State funding - competition for \$\$ - 1
- Global economy
- On-line college/our on-line strategy (lack thereof) - 7
- Identify future trends in employment
- Rising cost of attending college/completing degree - 1
- Time to graduate from first year
- Social Media, grape vine/gossip, alternate facts - 1
- 2-year degree focus at national level
- Industry competition for staff - potential higher wages luring staff away

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- Changing tech standards
- Lack of documentation and history - 2
- Processes and procedures - 2
- Speed of change in teaching technologies - 1
- Cost of bleeding edge technology
- Unfilled positions - 3
- Lack of training for positions – 4
- pandemics