

Information Technology (Feb 8, 2017)

Strengths

- Transportation - STA
- Dining - 1
 - Thomas Hammer
 - Food Trucks
- Inexpensive Tuition - Value - Cost - low tuition compared to other state schools - 4
- Regional - Location - near Spokane - 1
- Community Focused
- Caring
- Academics/Accreditations - 1
- Accessibility
- Instructional Technology
- Safe Campus
- Athletics
- WordPress - new website - 2
- Canvas
- Faculty - many excellent people
- Better than most in region, maybe beyond at fiscal responsibility and managing through tough economic times - 3
- Beautiful and well maintained campus
- East side vs. West side self-reliant mentality
- Presence in Spokane - strong
- Only regional school with ice rink
- Lynda campus training
- Only red turf football field in region - Branding
- Campus within 15 miles of metropolitan, farm, and forest habitats - 2
- Student support / Academic support (PLUS groups, etc.)
- Non-discriminatory environment
- Dental hygiene degree fully online
- MBA program available to working professionals

Weaknesses

- Lack of expediency of graduations (4year)
- No process to weed out poor students or offering successful alternatives
- Tenured professor accountability
- Lack of forward thinking - 2
- Leadership (results ?)
- Spending
- Vision / Leadership / effectiveness of our executive staff is either a strength or a weakness. If it is a strength it is not translating down into organization - we don't know - poor communication - 2
- Communication
- Lack of shared vision (specifically within IT) - 2
- Too many top priorities - tackling too many initiatives for our capacity - throttle control - trying to do too much - 1
- We do not have, or we are not working towards a common goal across all units
- We are weak at some fundamental tasks (blocking and tackling) are we undervaluing these tasks.
- Distance from major population center
- Poor performance of State representatives and senators

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- Low participation on high demand subject areas (STEM)
- Lack of advising and degree completion planning program
- Low completion and retention rates - 1
- Food prices expensive - 2
- Parking
- Maximizing functionality of purchased technology - 2
- Student news sources (no radio or news show)
- Political factions within the campus
- Planning and thoroughness of:
 - Systems
 - Projects
 - Initiatives
 - Committee deliverables
- General advising for students
- Lack of community (quality service initiative)
- Marketing to external community
- Silos
- Leveraging employee skills and strengths
- Budget constraints

Lack of recognition (acknowledgement of exemplary work) - 1

Opportunities

- Online courses (offering more)
 - full degree programs
 - Non-resident students - surrounding areas, as well as distance - learning
- Athletics - National recognition
- Room to grow - geographic location
- No aerospace related classes in area with: - 4
 - 2 airports within 20 miles
 - FAA office
 - manufacturers within 10 miles
 - Air force base
 - SCC has diminished aerospace classes
- Medical Industry strong locally - can we tie into that?
- Save money through energy efficiency programs & solar power generation - possible grant money obtainable
- No "visible" research programs at EWU - Medical School?
- Community partnerships (STA, Food trucks, business, etc.)
- More snow days - improve winter safety of campus
- Downtown (Spokane) conference sites - affordable, big capacity
- Maintain Affordability - bring in students
- Access to outdoor activities, environment - 1
 - Rivers lakes and mountains
 - Moderate climate
- Use technology to improve business processes - 2
- Partner with community colleges
- Marijuana money
- Partner with business - instructional, internships operational improvements

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- Cost of living (low) in our region
- Cheney is safe community
- Regional population of self-reliant people

Threats

- Vendors selling technology solution for every problem imaginable
- Immigration Raids against students/faculty/staff
- Red field - turns to Pink field with snow/wear and tear
- AI and automation
- Russian and North Korean Missiles
- Trains spilling oil and train noise
- Politics (local, state and federal)
- Students distracted by shiny technology
- WSU Spokane as East Sides only institution
- Snowpocalypse
- Capacity of IT dept. to maintain technology across campus
- Ebola virus pandemic/or other epidemics, pandemics
- Diminishing ground water supplies for campus
- Other schools stealing our best coaches and athletes
- Pool of potential students shrinks as population ages
- Administrations tendency to remain with the status quo rather than encouraging growth in new areas of learning - 3
- Void of vocational expertise in the workforce
- Lack of research programs at EWU
- Lack of robust local economy
- Constantly changing state requirements for education assessment
- Education Secretary priorities - unknown?
- Poor support of Higher Education by state government - 1
- State requirement to fully fund K-12 will drain \$ from Higher Education
- Lack of central funding of technology on campus - 1
- Global warming (more tornados in Spokane county?)
- National/State/Local - priority and valuation change for education effecting funding level - 1
- Political and / or social instability - unrest - 3
- Perception of value of 4 year degree by customers and employers
- UW, WSU, or other providers increasing push for market share in Spokane county
- Technology changes further decreasing need for formal education - 1
- Regulation increasing costs / overhead
- Immigration policies & isolationism tendencies - decrease in potential market - students, faculty and staff - 1
- Spokane / national economic nose dive