

## Athletics 2 (Apr 4, 2017)

### Strengths

- People (staff community) - 12
- Social Media (Connected)
- Affordability (Value)
- Location (Proximity to Spokane)
- Safe Community
- Near Airport (location) - 5
- Cost of living (reasonable) - 1
- Campus size (not too big, not too small)
- Class sizes (personable)
- Brand (Recognizable) (logos/Red Turf "Inferno") - 6
- Diversity (Most diverse in WA) - 1
- Quality of life - 1
- Land for campus growth
- No Traffic - 1
- Four Seasons
- Family Atmosphere (culture)
- Friendly
- We win with less - 3
- GPA
- Blue collar fan base (loyalty)
- Quality work/product
- Outdoor life - 1
- No "pro" sports teams in the region
- People are accessible
- Tailgate
- Coaches/student - Athletic/administration - 3
- Understanding culture
- Environment
- Community
- Color scheme/logo
- Expectation to win - 1
- Competitive athletically/academically in the Big Sky - 3
- Only FCS school in Washington
- SWOOP
- Risk takers (innovation)
- Teams support teams
- Community Service, willing to serve

### Weaknesses

- Complacency - 12
  - Facilities
  - Funding
  - Pay professors what they're worth
  - Retain valuable assets
- Hiring process - takes too long
- Lack of high level donors - 3
- Academic profile

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- Need to be academically challenging for entrance - 1
- Need high achieving students - freshman
- Evolution of new ideas - positive, well thought out ideas - 1
- Spending \$\$ (where is the \$ going)?
- Staff incentives
  - Free parking for staff
  - Free recreation center
- On campus camp charges - they are stealing - 12
- Don't produce enough money makers
- Full institutional buy-in (athletics)
- Transparency
- Lack of fun (culture) - 2
- Disconnect w/multiple campuses
- Drive in / drive out mentality (commuter campus)
- Math department - 2
- Lack of community/Cheney buy-in - 3
- Little brother complex
- True student/campus experience
- Alumni activation - 2

### Opportunities

- Campus updates - classrooms/dorms - 2
- Tailgating - 2
- Fund raising - 2
- Value athletics - use perception study - 9
- Strike now - capitalize for long term - 8
- Athletic parking lot
- Close questions
- Economic Growth
- Academic Choices (increase opportunity) - many majors
- Positive out of state perceptions
- Spokane (exposure) - growth - Gonzaga vs. EWU
- Colin Cowherd, McElwain
- Outdoor Activities - 1
- Group Sales Grow our fan base - enrollment
- Young alumni
- Good education
- Large alumni base - 1
- Culture of success - 1
- Increased diversity
- Market proximity
- Growth potential
- Adapting and evolving - 4
- Timing is key

### Threats

- Salaries - competitive - 10
- Lack of internal vision

## Athletics 2 (Apr 4, 2017)

- Legislature
- Location - distractions of Spokane, competing schools - 1
- Complacency (institution) (Admin)
- President persona
- Staff connectedness
- We need "teamwork"
- State school vs. Private - limitations (HR, Purchasing, etc.)
- Lack of evolving (mindset, "old school") - 5
- Need new football stadium (facilities) - 14
- EWU becoming irrelevant
- Location (diversity) - 1
- Completion for sports + Entertainment \$ - 1
- \$ - lack of funds - effects student athletes experience - 6
- Lack of staffing - 3
- Education (parents) - 1
- League schedule / travel
- Perception lower division
- Facilities at other Big Sky institutions - 1
- Cost of Attendance