Planning and Feedback Session

The purpose of this session was to conduct a SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis for Eastern Illinois University.

**Group:** Student Senate  
**Date:** March 23, 2011  
**Tool:** Carousel Design

**STRENGTHS:**

Top 5:
1. Textbook Rental (20)
2. Price (14)
3. Rec center (16)
4. Greek Life (16)
5. Student/teacher interaction (11)

**WEAKNESSES:**

Top 5:
1. School spirit (14)
2. Campus beautification/roads/sidewalks (11)
3. Taylor dining (11)
4. Drainage on south quad (9)
5. Student involvement (7)

**OPPORTUNITIES:** (This group defined opportunities as things already in place that are under-developed or that stakeholders are insufficiently aware of)

Top 5:
1. Alumni support (8)
2. Study Abroad opportunity (8)
3. Gregg Technology Center (7)
4. Community outreach, e.g., collaboration with off-campus eating establishments (7)
5. WEIU (6)

**THREATS:**

Top 5:
1. Weaker athletic support than other schools (15)
2. Lack of funding (10)
3. MAP grants (10)
4. Being in the shadow of U of I (9)
5. Lack of local attractions (8)
Each category is sorted according to the number of ‘votes’ received.

Complete list of Strengths:

Textbook Rental (20)
Rec center (16)
Greek Life (16)
Price (14)
Student/teacher interaction (11)
Doudna (11)
Small class sizes (11 + 4 on “opportunities” page)
Guy-girl ratio (11)
Renewable energy center (10)
Honors program (9)
Professors teach classes (9)
UB events (9)
Safety (9)
Bill Perry (9)
Old Main (9)
University Size (8)
Ike’s (7)
Sustainability / Green movement (7)
Ken Baker (7)
Friendliness (6)
Work study program (6)
Education program (5)
Campus community size (Small, easy to get around—get anywhere in 5 minutes) (5)
Open door policy (5)
Job placement after graduation (%) (5)
Famous alumni (5)
RSOs (5)
Student government (5)
Study Abroad (5)
Panther bus (5)
Resident hall life (4)
Job experience (4)
Freshmen orientation (3)
On campus life is a get-involved attitude (3)
Interactive learning (3)
Shuttle bus committee (3)
Booth library (3)
History (3)
Community service (2)
Job opportunities (2)
Marty’s (2)
Communication Disorders Sciences department reputation (2)
RHA (1)
Architecture (1)
Complete list of Weaknesses:

School spirit (14)
Campus beautification/roads/sidewalks (11)
Taylor dining (11)
Drainage on south quad (9)
No real panther (9)
Too few student social areas (8)
Girl to guy ratio (8)
UPD/CPD …their strictness (8)
Relationship between Housing/Dining and students (8)
Student involvement (7)
Respect of degree (7)
More parking (7)
Deferred maintenance (6)
Ugly buildings (6)
Lack of recycling programs (6)
Declining enrollment (5)
Housing retention vs moving off-campus (5)
Lack of bike paths (5)
Tradition (5)
Hockey rink (4)
Few restaurants to use Dining Dollars in small town (4)
Weekend events (4)
Athletics (4)
Staff/faculty/student/administration cooperation (4)
Interaction between departments (3)
Ice/snow clearing / salt (3)
Lazy student reputation (3)
Waste too much food (3)
Only 9 Frisbee golf holes (2)
Homecoming diversity (2)
Computer labs (2)
Lack of respect to student government and our school organizations (2)
Limited research opportunities (1)
Diversity (1)
Complete list of Opportunities: (This group defined opportunities as things already in place that are under-developed or that stakeholders are insufficiently aware of)

Alumni support (8)
Study Abroad opportunity (8)
Public relations/advertisement (8)
Outside grant funding (8)
Gregg Technology Center (7)
Community outreach, e.g., collaboration with off-campus eating establishments (7)
WEIU (6)
Community outreach (6)
Other schools’ profs aren’t as accessible/no open door policy (6)
Student volunteerism (5)
Better job placement (5)
Community college collaboration (5)
Online resources (5)
Beer tent for athletic events (5)
Textbook Rental Service –market it more (5)
Internships (4)
Using specialized majors for EIU benefit (i.e., botany students help with beautification) (4)
On/off campus relationship (4)
Local government reps (i.e., Righter, Rose) (4)
No admission to athletic events (free for students) (4)
JSTOR (3)
Not as many new student programs at other schools (3)
More ESPNU games (3)
More off-campus internships (3)
Scholarships (3)
Alternative revenue streams (2)
More enrollment via frats/soros (4) NCAA/BCS elevation (2)
Sizable part of city (2)
Steam plant (2)
Collaboration with community (2)
Library very resourceful, many different resources and helpful librarians [Strength?] (2)
Grad/retention rates (1)
Tutoring (1)
Complete list of Threats:

- Weaker athletic support than other schools (15)
- Charleston community / size of Charleston / Bar ages older than every else / Bar closing times [couldn’t separate] (14)
- Lack of funding (10)
- MAP grants (10)
- Being in the shadow of U of I (9)
- Lack of local attractions (8)
- Lack of enrollment (8)
- Community colleges (8)
- Only known for a few degrees (7)
- Asian beetles (7)
- Low entrance standards (7)
- Low reputation (7)
- Scholarships (6)
- Lack of class (courses) diversity (5)
- Party school image (5)
- Athletic department reputation (5)
- Weaker fan base (5)
- Economy (5)
- Fee increases (5)
- Recognition (5)
- Stray cats overpopulating (5)
- Unfunded mandates (4)
- Diminishing enrollment (4)
- Urban kids don’t like small Charleston/corn fields/middle of nowhere (3)
- Tuition rates (3)
- Charleston’s growth (3)
- Community doesn’t draw high profile professors (2)