Planning and Feedback Session

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

**Group:** Black Student Union (BSU)  
**Date:** March 28, 2011  
**Tool:** Carousel Design

Below we’ve listed the top five in each category (as identified by each reporting group) followed by the other responses listed. We’ve indicated the number of responses for each in parentheses.

**Strengths (Top 5 as identified by reporting group)**

1. Campus / class size (40)  
2. Textbook rental (34)  
3. Panther bus (22)  
4. Tuition (15)  
5. Greek life (14)

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Campus size (29)  
Rec Center (20)  
Small class sizes (19)  
TRIO (17)  
BSU/Lasso/NAACP/NPHC (13)  
Easy to get in touch with professors (12)  
Only school that has NPHC house (12)  
Cheap stores (11)  
WebCT (11)  
student-teacher ratio (10)  
Diverse RSOs (9)  
EIU Mobile (9)  
Gas prices (8)  
UV Bus (8)  
# of RSOs available to students (8)  
Easy commute (7)  
9th Street Hall (7)  
Booth Library (7)  
Stevenson Dining (7)  
Coleman Hall (6)  
Doudna (6)  
UB (6)  
UB concerts (6)  
Buzzard (5)  
Allowing students to develop their own RSOs (5)  
Health Service (4)  
Career Services (4)  
Counseling Office inside 9th Street Hall (3)  
Education Dept (3)  
Carmen freshman hall (3)  
Freshmen welcome (3)  
Recycling (2)  
CMN Twitter page (2)  
Union events (2)  
New movies on campus (1)  
VERY influential (1)  
Different dining centers (1)  
Counseling center inside of Health Service (1)
Weaknesses (Top 5 as identified by reporting group)

1. Panther and Charleston/Mattoon buses (45)
2. Parking (42)
3. Dining hall food (25)
4. Attitudes toward minorities (20)
5. Non-native speaking teachers (8)
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Panther Bus drivers (15)
Can’t control heat/AC (13)
Math department (12)
No buses to Mattoon (11)
Squirrels (11)
Longer bus service hours (11)
Bookstore prices (10)
Better health professionals at Health Service (8)
Potholes (8)
More shopping places needed (8)
Financial aid workers (8)
Instructors’ tenure (8)
Bus routes (8)
Better work study jobs/more hours (8)
Union staff (bus scheduling) (8)
Lack of integration among students (8)
Library hours (8)
Dorms (8)
Food prices (7)
Printing costs should be free (7)
More union space (7)
Union food variety (7)
No all-inclusive cultural center (7)
Cleaner dorms (7)
Shortage of food places/restaurants (6)
Conditions of NPHC houses (6)
8 am classes (6)
Diverse activities (5)
Heaters in the rooms (5)
Diversity among RSOs (5)
School spirit (5)
Japanese beetles (4)
U.S. Cellular (4)
Technology services (4)
Treatment of minority events (i.e., metal detectors and bright lighting) (4)
Student centers (3)
Dorm/apartment prices (3)
T-Mobile service (2)
Venue price for Doudna (2)
Talking to minority professors (2)
Family housing (1)
Another Rec center (1)
7 pm classes (1)
Dining hall management (1)
Less minority fan base (1)
No bus transportation south (St Louis area) (1)
Opportunities (Top 5 as identified by reporting group)

1. Better job opportunities (16)
2. Bring more restaurants to town (41)
3. Offer more scholarships (18)
4. Closer hospital (17)
5. More shopping centers (16)

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Bring more restaurants, including Chipotle, Harold’s, White Castle (41)
More places to hold events (13)
Off-campus transportation (13)
More space for parking (11)
More student-oriented clubs, bars, recreational sports (9)
Internship networks (9)
Beauty supply for ethnically diverse students (9)
Affordable health care (8)
Job shadowing opportunities (8)
More available classes (7)
Cheaper catering prices for student body (7)
Movie theater (7)
Study Abroad (6)
Cheaper transportation prices from school to home (6)
Better dentists (5)
Cheaper beauty salon prices (5)
Longer computer lab hours (5)
Better hospital (4)
Easier and more feasible way of scheduling rooms (4)
No ATT (3)
Communications Day (2)
Threats (Top 5 as identified by reporting group)

1. Cutting off MAP grant (27)
2. Increase in tuition (18)
3. Increased dorm prices (11)
4. More campus security (9)
5. Cutting organizations because lower number of people (7)
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Charging for school books (11)
Low minority staff (10)
EIU Alert (10)
Decrease of student enrollment (8)
Low staff (7)
STDs (7)
More lighting (6)
Less education major enrollment due to basic skills test (5)
Potholes (5)
Icy sidewalks (5)
Old nuclear system (4)
Lack of outside events (3)
ACT scores (3)
Grad school admissions (3)
Increase of student drop outs (3)
Less opportunities to major in (2)
U of I (2)
Squirrels (2)
Hazing (1)
Global warming (1)