Planning and Feedback Session

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

Group: ITS (14), CATS (1), ATAC (2) – total 17       Date: April 5, 2011       Tool: Carousel Design

We decided to use the top three comments due to the small group size.

**STRENGTHS:**

Top Three:

1. Charleston community is small, safe, and affordable. (17)
2. Small class sizes that create opportunities for close relationships between faculty, students, and staff. (13)
3. Technology available to campus. (7)

**ALL COMMENTS:**

1. Small safe community for students to live in (8)
2. Low living costs + land/living space (8)
3. Small class sizes (8)
4. Technology made available to faculty, staff and students (7)
5. Close relationships between students, faculty and staff (5)
6. Good Institution for first generations of families to attend college (4)
7. Strong athletic program (4)
8. EIU has a high freshman retention rate (2)
9. Valuable education at a ‘relatively’ low cost (2)
10. Good community citizen to area (2)
11. Central Illinois Weather
12. Updated Network
13. ITS Department
14. High levels of spirit, camaraderie among student, attitude
15. Faculty/Staff generally take pride in their work
16. Large amount of volunteerism within university

**WEAKNESSES**

Top Three:

1. No Unified project management causing duplication of duties and processes (14)
2. Politics tend to get in the way of administrative opportunity and change (5)
3. Departmental relationships are not fostered and developed (8)

All comments:

1. Poor coordination of resources throughout University (7)
2. Communication (internal/external – department to campus wide) (6)
3. Many opportunities/changes get stuck at bureaucratic (political) levels and go nowhere (slow moving) (5)
4. No unified project management of all departments – waste resources by duplication (4)
5. Low equipment budget – low budget (4)
6. ITS Training (3)
7. Lack of importance equally faculty to staff (3)
8. Employees do not feel valued by upper administration (3)
9. Dilution of resources by trying to be “all things to all people” (3)
10. ITS – CATS, poor/strained relationship (2)
11. Red tape not allowed to perform job (2)
12. Many processes and duties are duplicated throughout the University (2)
13. Too many areas represented by acronyms that mean what? (2)
14. Poor execution of marketing the University (2)
15. Poor student recruiting (2)
16. Hiring methods flawed, no departmental HR people (2)
17. Lack of coordinated marketing strategy (2)
18. Limited success building positive relationship with Charleston community (1)
19. ITS – Old Main/relationship (1)
20. Job Duties not defined (1)
21. Outdated/lack of web informational resources (1)
22. Not as much political clout in Springfield as U of I or Chicago area schools. (1)
23. Lack of Administrative effectiveness (1)

Opportunities

Top Three:
1. Bring more education industry Conferences to campus
2. Interact with local business
3. More specialized programs

All Comments:
1. Bring more education/industry conferences to campus (5)
2. Interact with local businesses (5)
3. Specialization (programs) – Ones that EIU will become known for. (5)
4. More online classes (3)
5. Increased effort to collaborate with higher education institutions in the area (There’s a bunch) (3)
6. Compete for more office campus housing (2)
7. More non-traditional technology offerings (2)
8. International collaboration (2)
9. Stronger formal and informal ties with alumni (2)
10. Stronger relationship with local community (2)
11. Pursuit of grants and funding (2)
12. Showing clear collaboration between other areas for better... (1)
13. Should try to recruit more from community colleges since their enrollment is up. (1)
14. Build on historically strong programs, expanding opportunities and approaches to teaching/learning. (1)

**Threats**

**Top Three:**

1. High availability of internet-based affordable education alternatives (including community colleges) present threat of reduced enrollment (10)
2. Lack of revenue translates into increased tuition and lower enrollments (9)
3. Lack of state funding leads to lack of upkeep of facilities (deferred maintenance) (9)

**All Comments:**

1. High availability of internet-based affordable education alternatives (including community colleges) present threat of reduced enrollment (10)
2. Lack of revenue translates into increased tuition and lower enrollments (9)
3. Lack of state funding leads to lack of upkeep of facilities (deferred maintenance) (9)
4. Cheaper cost of community colleges hurting enrollment (6)
5. State procurement and ethics laws making it more difficult to make acquisitions and do the job (OEIG)
6. Losing talented employees (4)
7. Lower tuition costs of other universities (4)
8. Demographic changes – fewer HS juniors and seniors = lower enrollments of freshmen (4)
9. Deteriorating educational programs for students (3)
10. Lowered State Budget = reduced maintenance to equipment upgrades (3)
11. Other schools offering more “current” classes ie green energy management
12. Recruitment efforts area expanding requiring more resources and more competition in unfamiliar areas (3)
13. Impression that UI-UC is “the best school” in the state → EIU isn’t 1st choice (2)
14. Unfavorable demographics (1)