Planning and Feedback Session

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

Group: 23 NRHH (National Residence Hall Honorary)  Date: April 6, 2011  Tool: Carousel Design

(NRHH is comprised of the top 1% of leaders living on campus. This group is committed to mentoring and supporting the development of leaders living within the residential community at Eastern Illinois University.)

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

Strengths (Top five as identified by the reporting group)

1. Campus size (Geographically) /class size (26)
2. Free attendance @ sporting events (15)
3. Leadership/RSO ((16)
4. Helpful staff (12)
5. Nice Rec Center (12)

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No TA’s (Teacher Assistants) (12)
Friendly (11)
  -Rate Development (4)
Library (10)
Developed housing program (10)
Textbook Rental (9)
Sustainability (8)
Freshman orientation/welcome activities (8)
Freshmen must live on campus for 1 year (7)
Rachel Fisher – community service opportunities (7)
Study abroad programs (7)
Dining hall menus (5)
Professors (4)
Homecoming Parade – connect to local community (4)
University Board (4)
Broad program offering (4)
Diversity (4)
Education Program (4)
Freshmen can have cars (3)
Blue Track (3)
Tuition cost ( 3)
Career Fairs (3)
Involvement of the Arts (2)
Greek Life (2)
Honors Program (2)
Career Services (2)
Great CDS Program
Weaknesses (Top five as identified by the reporting group)

1. Meal plans (21)
   a. Consecutively swiping (Why wait 2 hours before we can swipe again?)
   b. More bonus swipes (2 swipes same meal)
2. Math & Physics Departments/Professors (13)
3. Not enough parking (10)
4. Out of date academic buildings (7)
   a. Coleman
   b. Physical Science
5. Clearer signs for parking/landscaping (14)

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Sidewalk flooding (7)
May be wasting money on new stadium when we can’t fill O’Brien (6)
Health Services (6)
Wifi (6)
Academic Advisors not being informed enough on classes to take (5)
Small showers (5)
Cost of housing (5)
Small offering for Masters Programs (4)
Making more gardens instead of parking by Klehm (4)
25+ year old equipment in School of Technology (3)
Too much staff parking (3)
Greek Life/Students/Athletes – all seem to be separate (3)
Uniting of RSO’s (2)
Financial Aid opportunities (2)
Not enough designated smoking areas/ashtrays (2)
Credit given to work in class (1 hour for lab, 3 hours for practicum) (1)
Opportunities (Top five as identified by the reporting group)

1. Student discount opportunities in the community (11)
2. LGBT Resource Center (8)
3. Better connection with surrounding communities (7)
4. Fostering internship opportunities (5)
4. EIU commercial publicity (5)
4. Work with the U of I (5)

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More connections to Mattoon Amtrack station (rides) (4)
Push FutureGen to attract students (3)
Public transportation around Charleston & Mattoon (2)
Build better connection with local high schools (2)
Underclassmen parking (2)
Apply for more federal grants (2)
Local businesses (3)
SACIS (2)
More support with graduate school applications, etc (1)
Public transportation services to U of I and ISU (1)
Grad program for Philosophy
More grad programs
More majors – Anthropology/Meteorology
Women Resource Center
Nature
Local farmers
Threats (Top five as identified by the reporting group)

1. U of I (15)
2. Lack of options in community (food/shopping/movies/concerts) ( 13)
3. Economy (12)
4. Defunded (11)
5. Lack of EIU Pride (wearing other schools clothing) (9)
   a. School spirit – inactive (passive) students

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Lakeland (8)
Mattoon Reputation (8)
Lack of respect from students to community (5)
Academics not keeping up with technology (5)
   -Technology degrees – no computer science degrees – needs improved
Community Discrimination (4)
Not enough requirements for underclassman parking (3)
   -Establish GPA – no cars 1st semester
If people have a bad experience they spread the word (2)
Charging too little for underclass parking permits (2)
Travel to & from (1)
Study abroad - global conditions
Driving recklessly