Planning and Feedback Session

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

**Group: 12**
Housing Building Service Workers (BSW)  
**Date:** April 7, 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. Dedication of Employees (12)
2. Relationship between BSW’s and Students (6)
3. Price (5)
4. BSW’s (4)
5. Staff cares about students (3)

All Strengths
- Dedication of employees
- Small town atmosphere
- Close campus
- Open door policy for students and staff
- Staff cares about students
- Price
- Relationship between students and BSW’s
- Willingness to upgrade buildings
- Location in the state to large cities
- Shuttle-Bus service on & off campus
- New buildings in use - textbook, e.g. - no lines
- Assist and support to organizational activities
- Educate employees (Leading Edge)
- BSW’s (we rock)
- Flexible staff (willing to do what is needed)
- Job opportunities for students
Weaknesses (Top 5 as identified by reporting group)

1. Lack of Communication (9)
2. Lack of Parking (7)
3. Lack of Off Campus Recruiting Programs (4)
4. Lack of student accountability (4)
5. Finding green cleaning products that work and are cost effective (3)

All Weaknesses
Parking-lack of
Outside contractors do bad work and we accept it
Lack of communication
Finding green cleaning products that work - Do things that are good for EIU
More off campus recruiting programs
Training
Lack of student accountability
Night assistance program
RD’s and ARD’s lack of accountability for their buildings
RA’s on their floors (accountability)
Variety of majors offered
Small town
Outdated (run down) facilities
Opportunities (Top 5 as identified by reporting group)

1. Require students to live on campus 2 years (7)
2. Improve EIU relationship with community (6)
3. Free schooling for employees (6)
4. Try to get more students involved so they have a stronger sense of belonging (5)
5. Intervene during students first year to assure positive experience (4)

All Opportunities
Training-computer, safety, efficiency
Not capitalizing on opportunities
Improve EIU relationship with community
Intervene during students first year to assure positive experience
Require students to live on campus 2 years
Try to get more students involved so they will have a sense of belonging
Student help
NRHA
Tutoring
Financial Aid
Free schooling for employees
All freshmen should live on campus
Encourage more support for on campus organizations
Move staff meetings or participating in “Open House” e.g. golf carts
ROTC participating in more events on campus
**Threats (Top 5 as identified by reporting group)**

1. Off Campus Housing Complexes/Apartments (12)
2. State Financial Problems (7)
3. Current Economy (5)
4. High Cost of Tuition (3)
5. Lack of grants/loss of grants (2)

**All Threats**

Outside housing complexes
High expenses that are out of control
Open enrollment? Too high of standards
Grants?
State financial problem
Programs...need larger variety-grad programs
High cost of tuition
Border states offering in state rates
Economy
No doctoral program
Deferred maintenance on needed repairs/updates
Price of parking