Planning and Feedback Session

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

**Group:** 22  
**Senior Business Students – Session 1**  
**Date:** April 7, 2011  
**Tool:** Carousel Design

Below we’ve listed the top five in each category followed by the other responses. We’ve indicated the number of responses for each in parentheses.

**Strengths**

1. Don’t use TAs (19)  
1. Small Class Sizes (19)  
3. Low Tuition (18)  
4. Excel in school of Ed and business (17)  
4. TRS (17)

- Student Rec Center (16)  
- Compact Campus (14)  
- AASCB (ties to Excel in school of ed & Bus) (14)  
- Student faculty relationships (13)  
- Living Opportunities (7)  
- Green/Tree Campus (7)  
- New Power Plant (10)  
- EIU Alert (9)  
- Student Activities/RSOs (8)  
- Campus Safety (8)  
- Tutoring (lower level classes) (5)  
- WebCT (5)  
- Doudna (5)  
- Dining Hall Menus (5)
Weaknesses

1. (combine) Lack of school spirit (14) and We aren’t strong in sports (12) = (26)
2. Parking (22)
3. (combine) Poor Math Department (9) and Lower level teachers (math department) aren’t credible (11) = (20)
4. Construction all over campus (17)
5. Small Town (14)

- Lack of tutoring for upper level classes (13)
- Some instructors do not distribute grades regularly (13)
- No Daycare!! For students w/ children (13)
- Foreign teachers who don’t try to learn English (12)
- Lack of knowledge (instructor) with technology (12)
- Panther card chip system (7)
- Library Hours (7)
- Union Food Choices (8)
- Promotion of extra activities (6)
- Not a variety of teachers for classes (6)
- Dining Hall & Union Hours (3)
- Dining Hall Menus (2)
- Athletic Venues (1)
Opportunities

1. More jobs than ever before require a degree (20)
2. More students going to graduate school instead of straight into a career (19)
3. Economic conditions – people don’t want to pay as much (18)
4. High Schools encourage college by offering college courses (16)
5. Facebook is Popular (16)

- More students do online classes than ever before (14)
- Companies laying employees off (12)
- More students are starting to commute (10)
- # of college scholarships available (5)
- Social media/all online info is popular (1)
Threats

1. Due to Economics – Consider community colleges first (Lakeland) (16)
2. Online Universities (13)
3. Close proximity to U of I (12)
4. Less Funding for all Universities (12)
5. University with better programs (10)

- Lack of student employment opportunities (9)
- Small Town (8)
- Apprentice jobs (on the job training) (6)