Planning and Feedback Session

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

Group: 17
Senior Business Students – Session 2

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. Textbook Rental (13)
2. Student-teacher ratio (10)
3. Professors teach instead of GA (9)
4. Economic Education (tuition) (9)
5. Guy/Girl Ratio (8)

- Campus size (small) (8)
- Student Rec Center (7)
- Study Abroad (7)
- Small school feel (6)
- Shuttles (5)
- East Admission (5)
- Cheap Housing (5)
- National student exchange Program (5)
- Location (in the state) (4)
- Continuing Ed @ Parkland (4)
- Cost of student parking (4)
- Job opportunities (job fairs/internships) (5)
- Grad assistantships (3)
- Great Sport Teams (2)
- Greek Life (2)
- Accreditation in whole (2)
- Schoolhouse (1)
- Doudna (1)
- AACSB Accreditation (1)
Weaknesses

1. No Panther Pit (11)
2. No PHD Program (9)
3. Limited parking (8)
4. Fan Support (school spirit) (6)
5. More scholarship opportunities (6)

- No big attractions in town (Mall, etc.) (6)
- Lack of awareness for the NSE and study abroad programs for incoming freshmen and transfer students (6)
- Undergrad academic advisors (6)
- Athletic facilities (5)
- Cops have too much free time (5)
- Too many faculty parking spots unused (4)
- Limited class time options (4)
- Panther bus route limited (3)
- Healthy options in food court non-existent (3)
- Expensive for School size (2)
- Rural town that surrounds campus. Not a lot for students to do (2)
- Don’t get students involved with extracurricular activities (2)
- Limited access to liberal arts resources (2)
- gravel lot for motorcycles (2)
- Class attendance policies too strong (1)
- On campus housing not competitive with off campus (1)
- Quads are too small (0)
Opportunities

1. Trend toward off campus living (11)
2. Student interested in drinking (8)
3. Students want more flexible schedules (7)
4. State funding/Grants (5)
5. Students interested in healthier options (4)

- Continuing Professional Education (3)
- Economy down (people look for less expensive) (3)
- Students are becoming more tech savvy (3)
- Students interested in reality TV (2)
- Students wanting to attend off campus (2)
- More students starting at community college (IECC Transfers) (1)
- Dr. Dobbs (0)
Threats

1. More students going to community college (13)
2. Increasing tuition (12)
3. Today’s bachelors is yesterday’s associates (12)
4. With the economy being poor, students can’t afford college (9)
5. Government budget cuts (9)

- Other 4 year Universities (7)
- Facilities becoming outdated (technology) (6)
- Not attending college (working) (6)
- International studying (5)
- Capacity – Campus can only hold so many students (2)
- Increase in meth (2)
- Mote technology = more identity theft (0)