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

**Group:** 24  
**Interfraternity Council**  
**Date:** April 12, 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:**

Top Five:
1. Girl to Guy Ratio
2. Greek Community
3. Textbook Rental
4. Nice REC Center
5. Involved Students and Faculty

All Strengths:
1. Girl to Guy ratio (17)
2. Textbook Rental (7)
3. Greek Community (7)
4. Nice REC Center (5)
5. Study Abroad Options (4)
6. Involved Students (3)
7. Small campus (3)
8. Green movement (2)
9. Student to faculty ratio (2)
10. No TAs (2)
11. Good School of Education (2)
12. High minority student grad rate (1)
13. Highly involved Prez and VPs (1)
14. Good school of Business (1)
15. Central Illinois location (1)
16. School of Sociology (1)
17. Community service throughout community (1)
18. Tony Romo (1)
19. Caring faculty (for most part) (1)
20. Cheaper tuition (1)
21. Low fees in comparison to other schools (1)
22. Good residence assistance (1)
23. Active administration (1)
24. Track Team (1)
25. Multi-cultural initiatives – Safe zone training (1)
26. Safe town (1)
WEAKNESSES

Top Five:
1. Math Department
2. Athletics
3. Ugly Buildings
4. Over Regulation of Greek Community
5. No Wi-Fi

All Weaknesses:
1. Athletics (11)
2. Math Department (10)
3. Over regulation of Greek community (8)
4. Ugly buildings
5. Most buildings close too early (Old Main) (6)
6. No Wi-Fi (6)
7. No Panther (5)
8. DEN – poor reporting and editing (5)
9. School Spirit (4)
10. Snow Removal (4)
11. More cash to chip machines needed (3)
12. No real tailgating (3)
13. Limiting parking (3)
14. Repair response time slow (3)
15. South Quad – bad rain drainage (2)
16. Better food quality (2)
17. Upper/Lower class parking (2)
18. Taylor dining (2)
19. Support/trust in student government (2)
20. No fun school traditions (2)
21. Less construction – torn up sidewalks(1)
22. Too much garbage on the ground (1)
23. Limited space for popular classes (1)
24. Residence Halls get too hot (1)
25. Puddles (1)
26. Housing retention (1)
27. Corn fields everywhere (1)
28. Slow to respond UPD (1)
29. No statues on campus (1)
30. Ugly rock garden by union (1)
31. Quad grass is mud (1)
32. Sidewalks all broken up (1)
33. Greek court desk hours are limited, different than any other hall (1)
Opportunities

Top Five:
1. Panther Busses – go both ways
2. Better Marketing
3. Better Residence Halls
4. Credit Cards in Food Court
5. More Dining Options

All Opportunities:
1. Panther Busses could go both ways not just clockwise (11)
2. Better marketing – schools, billboards, online (7)
3. Better Res Hall housing amenities that would encourage kids to live on campus (Wi-Fi) (6)
4. More dining options (4)
5. Credit cards in food court (3)
6. Dining dollars off campus (2)
7. More majors and minors (leadership minor) (2)
8. Taking advantage of strong Green Movement – new steam plant (1)
9. More scholarship opportunities – rewarding in state students more (1)
10. On campus Greek housing could include all Greek orgs (1)
11. Short travel across campus (1)
12. More community service – non Greek in particular (1)
Threats

Top Five:
1. Tuition and Fees rising
2. Too many old houses off and on campus
3. Other schools higher athletic and academic rank
4. Community Colleges offer general education cheaper
5. Not enough community activities

All Threats
1. Tuition Rising (8)
2. No 18 and up bars (6)
3. Other schools are ranked higher in academics and athletics (5)
4. Too many old buildings – houses! (5)
5. Chipotle (4)
6. Community colleges offer Gen Ed classes for much cheaper (4)
7. Expansion of University has slowed (3)
8. Not enough community activities (3)
9. Off campus housing rocks-threats to housing (2)
10. Not enough high school recruiting (1)
11. Beautification of campus structures (1)
12. Location (1)
13. No Ph.D. Program/??File Science?? (1)