Planning and Feedback Session

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

**Group:** 18  
**Student-Athlete Advisory Council**  
**Date:** April 13, 2011  
**Tool:** Carousel Design

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

**STRENGTHS:**

Top three:
1. Living is cheap and close
2. Knowing professors on a first name basis
3. Great athletic administration

All Strengths:
1. Cindy Tozer (8)
2. Good student/teacher ratio (6)
3. Close proximity to everything (6)
4. Cheap Living – Awesome for college kids(5)
5. Knowing professors on a first name basis (5)
6. Free Rec Center (5)
7. Off campus living options = cheap and good locations (5)
8. Great athletic administration (4)
9. Booth library = super resourceful (4)
10. A great Athletic Director (3)
11. Athlete Unity (3)
12. Close living (3)
13. Free Health Education Resource Center (3)
14. Library Databases (Mergent, LexisNexis, etc) (3)
15. Student help desk – computer fixing (3)
16. Athlete Academic Advising Very strong! (3)
17. Friendly campus (3)
18. Free Books (3)
19. Text alert system – alarm testing (2)
20. Small Campus (2)
21. Lumpkin Hall – Business Department (2)
22. Career Services (2)
23. Safety Poles – Campus Cops (2)
24. Small community with great involvement (1)
25. Famous Alumni who give back to EIU (1)
26. Track and Field bringing in the trophies bringing individuals to Nationals (1)
27. Safe Town (1)
28. Greek System (1)
29. Good dining halls (health options)(1)
30. Lincoln/Douglas dorms = fabulous (1)
31. Library technology (1)
32. Wi-Fi in Dorms (1)
33. Bike lanes on street (1)
34. The idea of health Services (1)
35. Panther Bus (1)
WEAKNESSES

Top three:
1. Sports facilities could be better
2. School spirit could be better
3. Health Services – better care!

All Weaknesses:
1. Health Services – Better doctors! (6)
2. Not a lot of campus unity (athletes v. Greeks v. GDI’s) (5)
3. Locker rooms (5)
4. Not enough shopping facilities – dining places (5)
5. Sports facilities are good – could be better (5)
6. Hard to motivate students to support (5)
7. Overcrowded athletic training rooms (5)
8. Meals/hotels on road trips are not always as filling or accommodating as they should be (5)
9. School spirit could be better (5)
10. Student involvement – students aren’t as active in campus life as they could be (4)
11. Acceptance requirements are low (4)
12. Leaking pool and only one for the entire community (4)
13. Athletic training at EIU is not as efficient as it should be. GAs should not serve as the primary Athletic Trainer! (4)
14. No hot tub/steam room/sauna at the Rec (3)
15. Not a lot of scholarship dollars for Women’s rugby (3)
16. Rec could use more treadmills (3)
17. No places for under 21 years old to hang out (3)
18. Not enough minorities on campus (3)
19. Limited funding (3)
20. Teachers standard here are not as high as it needs to be (2)
21. Technology is not equal through campus (2)
22. In the physical sciences dept., the technology is not up to date. (1)
23. Not Wi-Fi everywhere (1)
24. Better Football turf (1)
25. Biases loads football team! (1)
Opportunities

Top three:
1. We carry more sports compared to other schools our size
2. Individuals have a greater chance participating in our sports programs
3. Great community involvement and donations

All Opportunities
1. We carry more sports compared to other schools our size. (6)
2. Individuals have a greater chance of participating in our sports programs. (6)
3. Great community involvement and donations: proud to be a panther, etc. (5)
4. Job fairs/workshops (4)
5. You can be “A big fish in a small pond” (3)
6. Women’s rugby is opportunity for women to play a college sport and change sports in America forever (2)
7. Other schools have enormous class sizes, their students are just another number and students at EIU are individuals with identity. (2)
8. Alumni Meets/Games! Would help in getting people to donate (2)
9. More student promotions on game days for different sports: i.e. TV giveaway would get more students to competitions and supporting our athletes (2)
10. Professors write phenomenal recommendation letters (1)
11. Take advantage of Alumni student-athletes (1)
12. Grad schools in different areas (1)
Threats

Top Three:
1. People look for big city atmosphere
2. More team spirit at other schools
3. Better facilities at other Division 1 schools

All threats:
1. People look for big city atmosphere (8)
2. Other schools have the ability to offer better scholarships (7)
3. Other Division 1 schools have better facilities (7)
4. There is more team spirit at other schools (7)
5. Athletes and non-athletes sometimes look for big facilities similar to Big 10 schools. (6)
6. Specific advisors for certain majors – not lumped into one group (5)
7. Online schooling (3)
8. Finding may be reduced even more (3)
9. Other schools have better technology in the classrooms (3)
10. Other schools have greater standards, therefore leading to less interest in EIU (2)
11. There are well known traditions at other schools (2)
12. Not as much scholarship dollars at EIU due to low funding (2)
13. Not a lot to do in chuck – no shopping! Small city with no “attractions” (2)
14. U of I offering bigger and better programs (1)
15. Wal-Mart only – I hate Wal-Mart! Ruins small businesses – other schools have more options (1)