Planning and Feedback Session

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

**Group:** 5 EIU Annuitants  
**Date:** April 21, 2011  
**Tool:** Carousel Design

Below we’ve listed the top three in each category (as identified by the group) followed by all responses as recorded. We’ve indicated the number of responses for each in parenthesis.

**STRENGTHS**

1. Relatively small class size/close interactions of faculty with students. (5)
2. Attractive, safe, compact residential campus. (5)
3. Emphasis on teaching rather than research. (3)

- Effective (salary/recognition) incentives for continued strong faculty performance (PAI, ACA) (2)
- Honors College programs (2)
- Library (2)
- Great Rec Center (2)
- Located in a small town (2)
- Quality prep in tech areas, i.e. pre-eng., pre-med, etc (2)
- For faculty: variety of teaching/research proportions in departments and by departs (2)
- Respect for shared governance
- Heat plant
- TRS update
- Doudna

**WEAKNESSES**

1. Uneven quality of instructors and content for Cont. Ed. courses (5)
2. Too little state support (4)
3. Limited interaction between different programs to intergraded disciplines (2)
   - Local business conditions (2)
   - Limited participation of retired faculty in teaching off campus courses.

**OPPORTUNITIES**

1. Service opportunities in community for students, family, and faculty (4)
2. More field trip experiences particularly multi or interdisciplinary (3)
3. Phi Beta Chapter may be strengthened as a result of possible improvements in EIU’s ACT profile resulting from economic downturn (3)
4. Very active annuitants association in support and protection of faculty and staff retirement benefits (4)
   - Rigorous recruiting of adult learners
   - Taking interesting topic for discussion to dorms and frat/sor. houses (2)
   - Developing more contact w/ alumni to present lectures, etc. to classes in their fields (2)
   - Champaign area schools, agencies
   - Large supply of H.S. grads
   - Easy access to larger cities from small city
THREATS

1. State funding short falls (4)
2. Reductions of state provided benefits threatens faculty morale and lowers chances of attracting faculty new hires (3)
3. Higher levels of unemployment (2)
   - Decreasing literacy skills in college students (2)
   - High transportation costs
   - Poor job opportunities
   - Even higher tuition costs
   - Poor local business environment