

# ENVISION SFA

## Collaborative Strategic Planning

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<b>Group:</b>	Administrative/Academic Staff
<b>SPT Partners:</b>	Freddie Avant and Steven Bullard
<b>Date:</b>	Late October
<b>Design:</b>	SWOT/Carousel
<b>Attendees:</b>	56

### STRENGTHS

#### Top Answers

- Beautiful campus
- Small class size
- Hometown atmosphere
- Knowledgeable staff
- Partnership w/ SFA and the community
- AARC
- Tradition
- Specialized academic programs

#### Other Answers

Student support  
Campus involvement  
Community support  
Team support  
Faculty openness and approachability  
Great STEM program  
Lifelong relationships  
Feeling of safety on campus  
Discount meals for faculty/staff  
One hour lunch with close restaurants  
The color purple  
Family atmosphere  
Private school experience with public school price  
I.T.S. Preparedness and innovation  
"Teaching" faculty  
Location near large cities i.e.: Houston/Dallas  
Scholarships  
Online degrees offered  
Purple Fridays  
Oldest town in Texas

Laid back but professional  
Loyalty  
Newer facilities  
Men's basketball  
Top of the line Campus Rec Center  
The Culinary Café  
Personalized  
Employee Importance  
International opportunities  
Donors/funding from outside the University

## WEAKNESSES

### Top Answers

- Communication
- Always done things the same way
- Operate in a silo – lack of information sharing
- Commuter feel- Students don't stay on weekends
- Perception as a party school
- Technology

### Other Answers

Location

Top heavy

Good old boy system

Resistance to change/ so much change

Keeping Regents happy

Recruiting students who want to be here

State/fed compliance regulations

Retention of students

Local activities

Constant change in policies and department names

Too many new software programs

Inefficient processes/procedures

Not enough scholarships

No accountability/ non-compliance with policies

Lack of partnership w/ community organizations

Upkeep of buildings

Not enough classrooms

Low perceived admission standards dilutes degree

More specialized degrees

Parking and traffic congestion outside college

Use of space and facilities

Faculty and staff salaries

Consistency on faculty syllabus

Too many platforms means too much training

Purchasing only sections of systems or systems not good for SFA

Entertainment to attract students

Lack of online classes

Lack of sequenced courses

Lack of graduates donating to the college

Outdated academic facilities, teaching spaces, and labs

Outdated fine arts facility

Too many internal administrative hires

Graduates don't have jobs

Lack of support for staff-continuing ed

Lack of communication b/w "higher ups" and staff

Community Impact

Engage staff in student academics

Job search support for trailing spouses

Use graduate/parents for recruiting

Observation time of offices for students

Needs more 5 year programs

Learn from other institutions

Duplicating the same task in different forms

## OPPORTUNITIES

### **Top Answers**

- Professional growth
- Staff continuing education
- Partnerships with community colleges
- Improve graduation rates
- Evening/weekend/online class expansion
- Promotion/advancement for staff

### **Other Answers**

Student support

Focus on academics

Enhance/broaden education

Outreach

Socialize students beyond academics

Utilize student knowledge

Changing demographics

Staff fitness programs

Streamline process

Produce successful leaders

Community/SFA cooperation

Keep graduates in Nacogdoches with job opportunities

Significant lasting professional friendships

More doctoral programs

Redefinition of what a college degree should accomplish

Technological advancements

Military recruitment

Continuing education- CEUs

Job placement

Students gain experience in workplace

Staff development

True career-focused internship programs

International students

Improvement of crosswalks by east college/steen hall

Engage alumni

Increased recruiting and retention

I69 corridor expansion

Free parking for full-time employees

Use of students for projects

## THREATS

### Top Answers

- Outdated buildings/Lack of space in growing areas
- Low salaries/Top heavy salaries
- Aging workforce and retirements/losing institutional knowledge
- Other universities/community colleges
- Online competition for students
- Old boy system needs an upgrade

### Other Answers

Required "in-house" physical plant jobs cost more than outsourcing  
Required use of Design Center – deadlines too close to funding distribution  
Money spent/distributed unevenly  
Old thinking because things have always been done that way  
Low admission standards  
Aging technology  
Expensive required software  
Complacency  
Fear of innovation  
Continuing to increase tuition  
Legislative rules and healthcare demands  
Need more supervisor training  
More HR trainings  
Economy  
Keeping Nacogdoches small  
Procrastination and idleness  
Graduation based funding formula  
Slow progression of technology  
More equitable funding for female sports programs  
Shrinking department budgets  
E-mails with ALLCAPS and bright blue and red letters  
Computer viruses  
Independent tuition  
Verifying IDs in online world  
Low enrollment  
Increase in regulations  
More duties with no extra help  
Remaining as a low tier university  
Department/discipline not important enough for funding  
Online courses/programs  
Non-competitive wages

Lack of independence in younger students  
Separation of areas  
Competition for students from "systems"  
Academics getting ran over by administration  
Micro-managing Board of Regents - instead of being visionaries  
State support being reduced  
Fear of change or unwillingness to accept  
Funding