

Engagement and Data Gathering Sessions

Group: Members of the Nacogdoches Country Chamber of Commerce

SPT Partners: Dr. Robbie Steward and Dr. Adam Peck

Date: October 23, 2014

Design: Carousel with Standard Questions

Attendees: 25 attendees (list of names attached)

1.) What is one innovative idea the university could implement?

- Work with local schools on HB 5 requirements using distance learning
- Bring back Continuing-ED
- Community residents “adopt a student”
- Restart tree planting
- Add Carnegie- style leadership course/ program
- Connecting freshmen to the “city” (2)
 - Community immersion
 - Less SFA isolation
- Listen to local business needs- develop program to involve local businesses (2)
- Keep up with current business trends (1)
- Develop local business models (culinary café)
- Alumni mentor program
- Use alumni to market SFA
- Little Jacks program supporting sports, music, theater, art and STEM (1)
- Faculty/ leadership engagement in the community
- Partnering across departments
- Better communication campus wide. Then to community (3)
- Real world internships or real world experience brought into the classroom (3)
- Better coordination with local community colleges (2)
- Public art downtown (2)
- Accessibility to downtown

2.) What could SFA do to encourage you to support the university?

- Facilitate communication, contact lists, and easier ways to partner with SFA. I.e. Business wants interns- do they contact career services, the college (business, hospitality, etc.) (3)
- Possibly “outreach contact,” but would need to be listed where easily found

- Leadership SFA to bring more student participation in community (3)
- On campus “Shop Nac First” campaign (3)
- Central location and generic recruiting tools (1)
- “Shop Nac First” HUB businesses (historically underutilized businesses)
- Add more leadership opportunities and courses
- Adopt-a- student opportunity
- Leadership Nac
- Break down the isolation (SFA support community)
- Lumberjack Festival like FBB (1)
- Lumberjack- AKA Nashville Guitars, Jacksonville Tomatoes
- Lumberjaxe?
- Move tailgating back to parking lot- Lumberjack Alley
- Allow businesses to attend student orientation

3.) What makes SFA special or unique?

- Campus setting, gardens and trails (3)
- Remaining & returning alumni (3)
- University Size – small town/ persona feel (3)
- Reputation of (2)
 - Hospitality, Forestry, Nursing, Fine Arts and Education programs
 - SFA Gardens and Arboretum
- Active Student United Way (2)
- Students want to give back (2)
- SFA Leadership under Dr. Patillo (2)
- Welcoming / friendly
- Supporting staff
- Quality of faculty- personal connections (1)
- Community support, coming to SFA means you’re welcomed by town; cooperation with city & community
- Quality of life for students, faculty and recent grads (low cost of living)
- Area hub of East Texas
- Close already built relations and connections
- Social work- close knit hub
- Nacogdoches- quaint, safe
- Strong effective student voice

4.) What do students need to get from a college education to be successful?

- Hands on experience/ longer internship (3)
- Soft skills/ life skills/ people skills (3)
- Guidance on career path (2)
- Financial planning (2)
- Networking/ more local involvement (2)
- Partnership building
- Core curriculum
- Smaller student/ teacher ration
- More coordination between local business and SFA- & NISD (1)
- Desired for accountability for actions
- More credit for productive/ structured internship
- Personal financial skills (1)
- Experience using contemporary technology (1)
- Realistic expectations upon graduation (your learning is just beginning- have to work your way up)
- Business etiquette (cell phones, proper email, etc.) (1)
- Networking a support system
- Specific direction
- Correct guidance from advisors- should be methods of accountability to ensure these are done correctly & timely

5.) What else?

- Tech training center partnerships
- Leadership course requirement with SFA College of Business
- Job ready skills/ Career readiness
- Entrepreneurial incubator
- Looking at increasing online, weekend, evening courses
- Use alumni to recruit
- Building school pride/spirit in local children (other than charter)
- Partnership with Student Investment roundtable for business plan comp.
- Training future workforce; find ways SFA can partner
- Reaching out to rural schools -(H.B. 5) SFA is = “missing the boat”
- Coordinate development efforts so the same people aren’t targeted
- SFA shop Nac first
- Designate local business owned by alumni and buy from them

- Build SFA pride

Attendees:

Name	Business
Alex Monreal	Legends of Nacogdoches
Nathan Diven	Serupro
Patrick Castillo	Serupro
Kati Harris	The liberty Bell
Daniel Alders	Charles Pool Real Estate
Ryan Russell	Classic Fare Catering/ Aramark
Gary Dee	
Ashcraft	NAWW
Rayanne	
DuChane	Nacogdoches ISD
Mark Holl	SFASU- PPD- Grounds
Maury Smith-Littlet	Party N' Things
Ralph Ervin	Etech
Sarah O'brien	City of Nacogdoches- Main St.
Paul Smith III	Roy Blake/ NS.
Starla Bickerstaff	KTRE-TV Ch. 9
Nathanael	
Boucher	HealthTrust Software
Michael J. Koonce	Pat Pace Insurance
Jeremy Reynolds	Advantage Plus Homecare
Ray Mitchum	M&S Pharmacy
Robin Moore	East Texas Community Health
Holly Randall	Accolade Hospice
Scott Waller	XETX Business Solutions
Bradon Gray	Lofts of Nacogdoches
Melissa Sanford	Nacogdoches CUB
Bruce Partain	Nacogdoches Country Chamber of Commerce
Nancy Windham	NEDCO