

Engagement and Data Gathering Sessions

Group engaged with: Alumni Members

SPT Partners: Dr. Kimberly Childs and Craig Turnage

Date: October 13-25, 2015

Design: Survey Questions

Surveys Received: 35

What Makes SFA Special? Unique?

Top Responses

- Beautiful Campus
- Small School
- Small Classes
- Friendly town/people

Other responses

- Faculty know students by name
- Caring teachers
- Connected to the community
- Affordability
- Forestry College
- Personal approach to learning
- Personal attention
- Online classes have actual interaction with professor

What is one innovative idea SFA Should Implement?

Top Responses

- Better Website
- Make it harder to get in
- A mentoring program
- More online courses
- Go-Green

Other responses

- Better parking
- Transition week for freshmen before start of first semester
- Intuitive Website

- Incentives for students to study abroad
- Pay faculty better
- Support research – encourage faculty and students to do more research
- Working on strengthening the connection with the community
- More communication with students about activities on campus
- iPads for students
- More active alumni Facebook page
- Better monitoring of Dorm life
- Encourage students to interact more with the Nacogdoches community
- Involve companies and institutions to provide input on strategies to better SFA
- Continuing education and more night classes
- Research companies/business owners who are SFA graduates and see if they will do internships for SFA students
- Satellite campus
- Implement another MBA program
- Have hotel/restaurant management program to buy Fredonia Hotel and use as a teaching opportunity
- Advertising initiative for graduate school and PhD program
- Include Professors in on the Strategic Planning
- Have targeted outreach to Texas high schools

What do student need to get from the college experience to be successful in life?

Top Responses

- Learn to critically think
- Real life skills – teach how to manage personal finances
- Learn to communicate in person with people – learn to unplug
- More hands-on experiences in the classroom
- More opportunity to network with prospective employers
- Internships starting in junior year

Other responses

- Practical education from quality teachers, preparing them to be well rounded, driven adults
- Good understanding of their degree
- Work ethic
- What employers expect from you
- Teaching students how to recognize their own strengths and weaknesses
- Mentors
- To be self-confident

What should SFA do to inspire you to donate?

Top Responses

- Better communication about what is going on at SFA
- Incentive for their donation
- Where does the money go
- An active alumni system that support the mission statement of the school

Other responses

- Pay faculty better
- More appreciation for donations
- Affordable options for smaller businesses
- Spouses get in free at alumni tent
- Free jersey for \$100 donation
- Just ask
- Lower cost of tuition
- Get more involved with outreach programs
- Host events in major cities of Texas
- Sports inspire – especially winning teams
- Engagement – make donors feel like a part of SFA
- Less emphasis on sports and more on education
- Offer other ways to give back, like volunteering