

## Data Gathering Session

**Group:** Program directors and coordinators – University Affairs – Session #2

**SPT Partners:** Morton, Coble

**Date:** October 16, 2014

**Design:** Cascading Agreement

**Attendees:** 6

**KEY DATA:** *Please use these five questions as common questions, but feel free to ask additional questions as your team sees fit.*

### 1. What makes SFA special? Unique? (Cascading Agreement)

Top collective answers

1. Campus culture – traditions, community ties, students/faculty passion/spirit about SFA
2. Beautiful campus
3. High level of student engagement
4. High amount of student leadership opportunities

Others listed:

A few academic programs stand out  
Personalized – not just a number  
Community/town support  
Safe environment

### 2. What could SFA do or be to encourage you to support the university? (Cascading Agreement)

Top collective answers:

1. Build brand loyalty through intentional communication now and after graduation
2. Specialized outreach to specific groups by individual departments
3. Ask – to give, serve, help (linked to #2)
4. Stronger parent outreach

Other answers:

Clearinghouse of volunteer opportunities

### 3. What is one innovative idea SFA should implement? (Cascading Agreement)

Top collective answers

1. Grad schools look at ways to offer tuition stipends and office to support such endeavors
2. Better communication between departments including socializing together

3. Leadership cohorts of young/new faculty/staff (like leadership Nac for SFA)
4. Going green

Others:

Music on the square on campus  
Better bike/pedestrian traffic on campus  
Online apparel options  
Major giving campaign  
Do things unique that others don't

4. **What do students need to get from a college education/experience to be successful in life?** (Cascading Agreement)

Top collective answers

1. Scholar Practitioner experience which includes internships and experiential education opportunities
2. Life skills for the 21<sup>st</sup> century which include various literacies
3. Increased communication skills
4. Social justice and diversity

Others:

Educated about social media use and its hazards