<div align="center">**Engagement and Data Gathering Sessions**</div>

Group: Financial Aid Staff

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

Date: November 11, 2014

Design: Carousel with S.W.O.T.

Attendees: 13

TOP STRENGTHS

- Multiple sources available conducive to studying, i.e. AARC (2)
- Customer service (1)
- Access to Financial Aid counselors/ loan advisors (1)
- Small professor to student ratio (1)
- Campus accessibility- parking, getting to class easily (1)

TOP WEAKNESSES

- Quality of student (immature) (2)
- Lack of communication between departments (1)
- Employee retention (within department) (1)
- Increased cost of education (1)
- Parking & employees have to pay for parking (1)
- Low salaries (1)
- Develop online programs (1)
- Not able to recruit top of the lines students/ employees due to lack of growth (1)

TOP OPPORTUNITIES

- Online programs/ degrees (2)
- Specialized fields (not just general degrees) (2)
- Better recruiting (target specific groups, i.e. National Merit Scholars) (2)
- More marketing of scholarships (1)
- Better communication between faculty/staff and students (1)

TOP THREATS

- Higher default rate (2)
- Online processes- more online classes (1)

- Less funding (1)
- Interest rate increase (1)
- Pace of completion-graduation (1)
- Increase in apathy (1)
- Cost increase- tuition (1)
- Not enough community involvement (1)

Other Strengths Listed

- Literature readily available
- Caring and compassionate
- Multiple ways to contact us- campus wide
- Knowledgeable staff/students
- Always looking for ways to make processes easier (innovative)
- Rapport throughout the office
- Continuous training
- Willing to cross train with other departments
- Small town atmosphere
- Well maintained campus
- Area cost of living
- Personal touch between departments for students
- Campus "life"
- Nice facilities
- Starting to offer more online classes
- Nice sense of community
- Size (population)
- Staff accessibility

Other Weaknesses Listed

- National exposure
- No employee cross training between department
- Business office technology (programming)
- Not a lot for students to do (other than party)
- On campus affordable housing
- More nationwide banks (ex: BOA, Chase, Wells fargo)
- No growth in Nacogdoches

- No major retail chains/ restaurants available
- No major community events (concerts on campus)
- Do any of our degrees/programs make us stand out?
- Cost of living
- Lack of career growth for staff members within SFA
- Not enough office space

Other Opportunities Listed

- More community interaction
- More faculty interaction within SFA
- Increase academic standards
- Offering community courses (administration, gardening, engine repair)
- Recruiting students who are prepared
- Community involvement
- 2 year tech degree (with apprentice)
- Increased admittance standards
- Offer aid of instruction throughout college career

Other Threats Listed

- Drop in enrollment
- Dumbing down of curriculum (students graduating ill prepared)
- Not enough to offer students:
  - Entertainment
  - Places to study
- Spaces to expand
- Lack of team spirit/ support
- Independent school (SFA is not in a system)
- If you aren't growing, you're dying
- Type of graduate- marketable, just average
- A lot of competition
- Department of education regulations- changes
- No automatic pull of junior colleges to SFA (no symbiotic relationship exists)
- No change- Nacogdoches unwilling to improve anything