

Engagement and Data Gathering Sessions

Group: Enrollment Management – Peck

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

Date: November 14, 2014

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

Attendees: 17

STRENGTHS

- Customer service-admissions (2)
- Student Services (i.e. the AARC) (2)
- SFA pride (1)
- Recruiting materials- with awards (1)
- Regional recruiters (1)
- Increased standards (1)
- New programs: engineering (1)
- Renovations & new facilities
- Wide range of degrees (1)

WEAKNESSES

- Awarding scholarships (time/ package) (3)
- Big lack of scholarships (2)
- Needs complete online degree (1)
- Branded products rarely outside of East Texas (1)
- Stronger admissions presence in major market (DFW, Austin) (1)
- Lack of customer service in other departments (1)
- Website navigation (!)

OPPORTUNITIES

- More online degrees (3)
- Visitor's center (3)
- Update housing/ classrooms (2)
- Collect more scholarship money (2)
- More internships/ shadowing programs (1)
- Partner with CC/ University Center for satellite campus (1)

- Need a devoted retention office & staff (1)

THREATS

- Scholarship money/ financial aid (3)
- Online programs- (UG & G)(3)
- Size/ location (2)
- City needs more “stuff” (i.e. restaurants, entertainment, shopping) (1)
- Public transportation- safety at stops & transportation from major target areas to campus (1)
- Academic recruiters from other schools for popular programs (i.e. nursing, business, agriculture & engineering) (1)
- Other colleges partnering with CC for degree completion (1)

Other Strengths Listed

- IT & Technology
- Timelines in processing & communicating
- Personalized touch
- Academics
- Alumni
- Aesthetics
- Disability services
- Accommodates students w/ mobility issues
- Involvement center
- Location/size
- Faculty
- Diversity

Other Weaknesses Listed

- Housing
- Graduate recruiting overall (recruiters, brochures, marketing)
- Mature student population low (lack of family/married housing, etc.)
- On campus living requirement for transfer students
- Core course availability (English)
- Campus experience
- Lack of student input

- Need more regional recruiters
- Not as well-known as other Universities
- Need more stats on rankings of majors
- Need more internships

Other Opportunities Listed

- More programs for non-traditional students
- Evening/ online schedules
- Update technology (i.e. SFA app)
- Communicate via social technology instead of US Mail
- The city adding more “appealing” activities for students
- Overlap more programs
- Stronger stats for job placement/rates by major
- Study abroad & foreign exchanges
- VA Center additional service improvement (advising, certifying, making comfortable)
- Get more East Texas students
- Growing engineering program and other programs
- Branding
- Student involvement
- Transfer recruiting
- Student service areas
- Grow current traditions

Other Threats Listed

- Professional programs (1 question mark)
- Trade programs
- Lack of campus experience
- Not being part of a system (i.e. UT, A&M)
- Marketing merchandise in retail stores in metropolitan areas (i.e. DFW, Houston)
- Need more radio/ television advertisement
- Banner & recruiting software
- Somme professor/ faculty attitude towards students
- Graduate school processing & recruiting
- Not offering enough services and care to veterans