STRENGTHS

**Top Answers**

- Beautiful campus
- Small class size
- Hometown atmosphere
- Knowledgeable staff
- Partnership w/ SFA and the community
- AARC
- Tradition
- Specialized academic programs

**Other Answers**

Student support
Campus involvement
Community support
Team support
Faculty openness and approachability
Great STEM program
Lifelong relationships
Feeling of safety on campus
Discount meals for faculty/staff
One hour lunch with close restaurants
The color purple
Family atmosphere
Private school experience with public school price
I.T.S. Preparedness and innovation
"Teaching" faculty
Location near large cities i.e.: Houston/Dallas
Scholarships
Online degrees offered
Purple Fridays
Oldest town in Texas
Laid back but professional
Loyalty
Newer facilities
Men's basketball
Top of the line Campus Rec Center
The Culinary Café
Personalized
Employee Importance
International opportunities
Donors/funding from outside the University
WEAKNESSES

Top Answers

- Communication
- Always done things the same way
- Operate in a silo – lack of information sharing
- Commuter feel- Students don't stay on weekends
- Perception as a party school
- Technology

Other Answers

Location
- Top heavy
- Good old boy system
- Resistance to change/ so much change
- Keeping Regents happy
- Recruiting students who want to be here
- State/fed compliance regulations
- Retention of students
- Local activities
- Constant change in policies and department names
- Too many new software programs
- Inefficient processes/procedures
- Not enough scholarships
- No accountability/ non-compliance with policies
- Lack of partnership w/ community organizations
- Upkeep of buildings
- Not enough classrooms
- Low perceived admission standards dilutes degree
- More specialized degrees
- Parking and traffic congestion outside college
- Use of space and facilities
- Faculty and staff salaries
- Consistency on faculty syllabus
- Too many platforms means too much training
- Purchasing only sections of systems or systems not good for SFA
- Entertainment to attract students
- Lack of online classes
- Lack of sequenced courses
- Lack of graduates donating to the college
- Outdated academic facilities, teaching spaces, and labs

Outdated fine arts facility
- Too many internal administrative hires
- Graduates don't have jobs
- Lack of support for staff-continuing ed
- Lack of communication b/w “higher ups” and staff
- Community Impact
- Engage staff in student academics
- Job search support for trailing spouses
- Use graduate/parents for recruiting
- Observation time of offices for students
- Needs more 5 year programs
- Learn from other institutions
- Duplicating the same task in different forms
OPPORTUNITIES

Top Answers

- Professional growth
- Staff continuing education
- Partnerships with community colleges
- Improve graduation rates
- Evening/weekend/online class expansion
- Promotion/advancement for staff

Other Answers

Student support
Focus on academics
Enhance/broaden education
Outreach
Socialize students beyond academics
Utilize student knowledge
Changing demographics
Staff fitness programs
Streamline process
Produce successful leaders
Community/SFA cooperation
Keep graduates in Nacogdoches with job opportunities
Significant lasting professional friendships
More doctoral programs
Redefinition of what a college degree should accomplish
Technological advancements
Military recruitment
Continuing education- CEUs
Job placement
Students gain experience in workplace
Staff development
True career-focused internship programs
International students
Improvement of crosswalks by east college/steen hall
Engage alumni
Increased recruiting and retention
I69 corridor expansion
Free parking for full-time employees
Use of students for projects
THREATS

Top Answers

- Outdated buildings/Lack of space in growing areas
- Low salaries/Top heavy salaries
- Aging workforce and retirements/losing institutional knowledge
- Other universities/community colleges
- Online competition for students
- Old boy system needs an upgrade

Other Answers

Required "in-house" physical plant jobs cost more than outsourcing
Required use of Design Center – deadlines too close to funding distribution
Money spent/distributed unevenly
Old thinking because things have always been done that way
Low admission standards
Aging technology
Expensive required software
Complacency
Fear of innovation
Continuing to increase tuition
Legislative rules and healthcare demands
Need more supervisor training
More HR trainings
Economy
Keeping Nacogdoches small
Procrastination and idleness
Graduation based funding formula
Slow progression of technology
More equitable funding for female sports programs
Shrinking department budgets
E-mails with ALLCAPS and bright blue and red letters
Computer viruses
Independent tuition
Verifying IDs in online world
Low enrollment
Increase in regulations
More duties with no extra help
Remaining as a low tier university
Department/discipline not important enough for funding
Online courses/programs
Non-competitive wages

Lack of independence in younger students
Separation of areas
Competition for students from "systems"
Academics getting ran over by administration
Micro-managing Board of Regents - instead of being visionaries
State support being reduced
Fear of change or unwillingness to accept Funding