What makes SFA special? Unique?

- Community role – Small town
- Involvement
- Other schools don’t care
- Not just a number
- Inclusive/Welcoming
- Friendly/Not-sterile
- Big city vs small town
- Professors integrated into community

What could SFA do or be to encourage you to support the university?

- Encourage more interaction
- Notices of what’s going on on campus
- Pride/spirit Fridays
- More special days
- Lean on people who already support SFA
- Ask those already supporting to do more
- Target high exposure businesses that aren’t doing it (Lowes, Walmart)
- Outreach (workshops)
- Business school connect with local businesses

What is one innovative idea SFA should implement?

- School of pharmacy (UT Tyler)
- Something SFA could be known for
- More connections/professional programs
• Marketing emphasizing quality or expertise
• Specifically identifying niche program areas with great expertise
• Highlight graduates who are doing big things/important jobs
• Coupling education/job preparedness
• Hands-on learning
• Job placement

What do students need to get from a college education/experience to be successful in life?

• Students feel like they are the town, SFA-centric
• Internships
• Out in the community more
• Transferable skills
• Experiential learning
• White collar experience to compete against UT and TAMU graduates
• Getting the polish to find jobs
• Manners, dress, interview skills
• Applicable life skills, not just book learning

What have we not asked you that you would like to discuss?

• SFA as a suitcase campus/kids leave on weekends
• Attendance at sporting events
• Spend more money locally
• Campus concerts/things to keep students here
• Reach working people to complete their degree – like Alabama

Final thoughts

• Reaching out of state students
• Recruit/polish students
• Job placement
• Centralized career services center/job placement
• Teach life basics such as money
• Reach out to large employers in Houston, Dallas, San Antonio, and Austin
• Diverse campus/emphasize to employees
• Every degree must have a basic financial planning class