Engagement and Data Gathering Sessions

Group: Members of the Nacogdoches Country Chamber of Commerce

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

Date: October 23, 2014

Design: Carousel with Standard Questions

Attendees: 25 attendees (list of names attached)

1.) **What is one innovative idea the university could implement?**
   - Work with local schools on HB 5 requirements using distance learning
   - Bring back Continuing-ED
   - Community residents “adopt a student”
   - Restart tree planting
   - Add Carnegie-style leadership course/program
   - Connecting freshmen to the “city” (2)
     - Community immersion
     - Less SFA isolation
   - Listen to local business needs- develop program to involve local businesses (2)
   - Keep up with current business trends (1)
   - Develop local business models (culinary café)
   - Alumni mentor program
   - Use alumni to market SFA
   - Little Jacks program supporting sports, music, theater, art and STEM (1)
   - Faculty/ leadership engagement in the community
   - Partnering across departments
   - Better communication campus wide. Then to community (3)
   - Real world internships or real world experience brought into the classroom (3)
   - Better coordination with local community colleges (2)
   - Public art downtown (2)
   - Accessibility to downtown

2.) **What could SFA do to encourage you to support the university?**

   - Facilitate communication, contact lists, and easier ways to partner with SFA. I.e. Business wants interns- do they contact career services, the college (business, hospitality, etc.) (3)
   - Possibly “outreach contact,” but would need to be listed where easily found
• Leadership SFA to bring more student participation in community (3)
• On campus “Shop Nac First” campaign (3)
• Central location and generic recruiting tools (1)
• “Shop Nac First” HUB businesses (historically underutilized businesses)
• Add more leadership opportunities and courses
• Adopt-a- student opportunity
• Leadership Nac
• Break down the isolation (SFA support community)
• Lumberjack Festival like FBB (1)
• Lumberjack- AKA Nashville Guitars, Jacksonville Tomatoes
• Lumberjaxe?
• Move tailgating back to parking lot- Lumberjack Alley
• Allow businesses to attend student orientation

3.) What makes SFA special or unique?

• Campus setting, gardens and trails (3)
• Remaining & returning alumni (3)
• University Size – small town/ persona feel (3)
• Reputation of (2)
  o Hospitality, Forestry, Nursing, Fine Arts and Education programs
  o SFA Gardens and Arboretum
• Active Student United Way (2)
• Students want to give back (2)
• SFA Leadership under Dr. Patillo (2)
• Welcoming / friendly
• Supporting staff
• Quality of faculty- personal connections (1)
• Community support, coming to SFA means you’re welcomed by town; cooperation with city & community
• Quality of life for students, faculty and recent grads ( low cost of living)
• Area hub of East Texas
• Close already built relations and connections
• Social work- close knit hub
• Nacogdoches- quaint, safe
• Strong effective student voice
4.) What do students need to get from a college education to be successful?

- Hands on experience/ longer internship (3)
- Soft skills/ life skills/ people skills (3)
- Guidance on career path (2)
- Financial planning (2)
- Networking/ more local involvement (2)
- Partnership building
- Core curriculum
- Smaller student/ teacher ration
- More coordination between local business and SFA- & NISD (1)
- Desired for accountability for actions
- More credit for productive/ structured internship
- Personal financial skills (1)
- Experience using contemporary technology (1)
- Realistic expectations upon graduation (your learning is just beginning- have to work your way up)
- Business etiquette (cell phones, proper email, etc.) (1)
- Networking a support system
- Specific direction
- Correct guidance from advisors- should be methods of accountability to ensure these are done correctly & timely

5.) What else?

- Tech training center partnerships
- Leadership course requirement with SFA College of Business
- Job ready skills/ Career readiness
- Entrepreneurial incubator
- Looking at increasing online, weekend, evening courses
- Use alumni to recruit
- Building school pride/spirit in local children (other than charter)
- Partnership with Student Investment roundtable for business plan comp.
- Training future workforce; find ways SFA can partner
- Reaching out to rural schools -(H.B. 5) SFA is = “missing the boat”
- Coordinate development efforts so the same people aren’t targeted
- SFA shop Nac first
- Designate local business owned by alumni and buy from them
• Build SFA pride

Attendees:

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<thead>
<tr>
<th>Name</th>
<th>Business</th>
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<tbody>
<tr>
<td>Alex Monreal</td>
<td>Legends of Nacogdoches</td>
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<td>Nathan Diven</td>
<td>Serupro</td>
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<td>Patrick Castillo</td>
<td>Serupro</td>
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<td>Kati Harris</td>
<td>The liberty Bell</td>
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<td>Daniel Alders</td>
<td>Charles Pool Real Estate</td>
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<td>Ryan Russell</td>
<td>Classic Fare Catering/ Aramark</td>
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<td>Gary Dee</td>
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<td>Ashcraft</td>
<td>NAWW</td>
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<td>Rayanne</td>
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<td>DuChane</td>
<td>Nacogdoches ISD</td>
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<td>Mark Holl</td>
<td>SFASU- PPD- Grounds</td>
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<td>Maury Smith-Littlet</td>
<td>Party N' Things</td>
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<td>Ralph Ervin</td>
<td>Etech</td>
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<td>Sarah O'brien</td>
<td>City of Nacogdoches- Main St.</td>
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<td>Paul Smith III</td>
<td>Roy Blake/ NS.</td>
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<td>Starla Bickerstaff</td>
<td>KTRE-TV Ch. 9</td>
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<td>Nathanael</td>
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<td>Boucher</td>
<td>HealthTrust Software</td>
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<td>Michael J. Koonce</td>
<td>Pat Pace Insurance</td>
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<td>Jeremy Reynolds</td>
<td>Advantage Plus Homecare</td>
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<td>Ray Mitchum</td>
<td>M&amp;S Pharmacy</td>
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<td>Robin Moore</td>
<td>East Texas Community Health</td>
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<td>Holly Randall</td>
<td>Accolade Hospice</td>
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<td>Scott Waller</td>
<td>XETX Business Solutions</td>
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<td>Bradon Gray</td>
<td>Lofts of Nacogdoches</td>
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<td>Melissa Sanford</td>
<td>Nacogdoches CUB</td>
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<td>Bruce Partain</td>
<td>Nacogdoches Country Chamber of Commerce</td>
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<td>Nancy Windham</td>
<td>NEDCO</td>
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