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 (1))

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