

Engagement and Data Gathering Session

Stakeholders engaged:	Athletics coaches and staff
SPT Partners:	Cooper
Date:	November 19, 2014
Design:	A carousel meeting design was used to identify perceived institutional strengths (S), weaknesses (W), opportunities (O), and threats (T)
Attendees:	32

TOP FIVE STRENGTHS

- Small class sizes
- Beautiful campus, trees, clean
- Independence (not part of a university system)
- Athletic Department
- Upper administration supportive of athletics

TOP FIVE WEAKNESSES

- Location
- Athletics facilities
- Lack of communication and respect between athletics and academics
- "We've always does things this way."
- Unable to increase enrollment
- Staff pay

TOP FIVE OPPORTUNITIES

- Student athletic fee
- Improved athletic facilities
- Room for growth/enrollment increase
- Nacogdoches needs to grow economically
- Expanding alumni engagement/involvement

TOP FIVE THREATS

- Unwilling to change long standing practices
- Dated dorms/facilities/labs
- Lack of giving by alumni
- City doesn't welcome students/new businesses
- NCAA issues/future = autonomy

Other strengths listed:

- Facilities on campus
- Established reputation in athletics; academics in progress
- Niche in East Texas??
- Proximity to large cities
- People/atmosphere
- Weather
- Alumni pride
- Freshman dorm policy
- Affordable
- Small town benefits
- Great people—lot of pride among staff university-wide

Other weaknesses listed:

- Very poor Banner system (DARS)
- Environmentally unfriendly
- Lack of centralized advising
- Branding/marketing
- Lack of cross-training (only one person who can do _____)
- Class availability
- Parking
- Lack of diversity among professors
- Department staffing
- Aversion to innovation
- Camp expenses

Other opportunities listed:

- Promote the university
- Branding
- STEM
- University-wide advising center
- ESPN 3
- Getting students more involved in athletics
- Satellite campus
- More online classes

Other threats listed:

- Isolated location
- Not on major interstate
- No airport
- Low freshman retention
- Closed minded
- Lack of staff accountability
- Campus land-locked
- Who are our competitors and how do we rank among them?
- Perception of the Southland Conference athletically and academically
- Saturation of other college choices
- Student/community apathy (*Stakeholder(s) noted disagreement with this comment*)