

Engagement and Data Gathering Session

Group engaged: City of Nacogdoches Administrative Leadership
SPT Partners: Davis & Franks
Date: October 27, 2014
Design: Carousel meeting design was used to identify perceived strengths (S), weaknesses (W), opportunities (O), and threats (T)
Attendees: 12

Top 5 Strengths

- Beautiful campus
- Location in Nacogdoches – City friendliness, charm, and beauty
- Close student/teacher interactions
- Nacogdoches has low crime rate
- Ph.D. faculty teaching in the classrooms

Top 5 Weaknesses

- SFA too internalized (town/gown existence)
- Not enough variety of activities in Nacogdoches
- Student retention, possibly due to lack of local activities
- Lack of school spirit/pride and alumni engagement
- Parking on campus

Top 5 Opportunities

- More town/gown interaction, faculty need to engage in community
- Increase SFA/NISD partnerships
- Develop continuing education for vocations
- Increase engagement in local music, art, cultural arts, history
- Increase student skills development through more internships and volunteering

Top 5 Threats

- Town/Gown exclusiveness, SFA faculty & administration need to engage more in the community
- Students go home on weekends, reduces connectivity to SFA
- Increasing faculty loads and administrative disconnect to classes
- Student housing and neighborhoods
- Lack of school spirit