

Engagement and Data Gathering Sessions

Group: Leaders of Registered Student Organizations

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

Date: October 6, 2014

Design: S.W.O.T. Carousel

Attendees: 50 attendees

Note: Two limitations are apparent after the conclusion of the event. First, the use of check marks to amplify themes wasn't consistent. As a result, some have very large numbers of check marks while some issues have fewer. Secondly, it is clear that the groups seem to have defined "opportunities" as "programmatic opportunities," not ways that they institution could meet its goals.

Top Strengths

- Scenery/campus beauty (5 check marks)
- Over 200 organizations (4 check marks)
- Free game (athletic) admission (4 check marks)
- Forestry program (4 check marks)

Top Weaknesses

- Parking (18 check marks, 2 infinity signs, 1 x)
- Wifi (12 check marks)
- Collaboration between (student) organizations (9 check marks)
- Support for *all* athletics (meaning small sports/women's sports) (4 check marks)

Top Opportunities

- Opportunities for leadership development (5 check marks)
- Alumni outreach (5 check marks)
- 215 student organizations (5 check marks)
- Job fair (4 check marks)
- Early Childhood Research Center (4 check marks)

Top Threats

- Under exposure (too few people knowing about the university) (2 check marks)
- Being in a small town (2 check marks)
- Funding vs. other universities (with regard to financial aid)
- Stigma behind East Texas (that East Texas is not seen as exciting, too rural)

Other Strengths listed:

- Pride (3 check marks)
- Respectful (nothing)
- Traditions (3 check marks)
- Good size campus (classes) (3 check marks)
- Friendly staff (1 check mark)
- Small town hospitality (2 check marks)
- Free academic resources (3 check marks)
- LMB (1 check mark)
- Diversity (1 check mark)
- Spirit teams (2 check marks)
- Community service opportunities (3 check marks)
- Good athletics programs (1 check mark)
- Family vibes (nothing)
- Welcome week (nothing)
- Greek life (nothing)
- Jack camp (2 check marks)
- Love that color purple (2 check marks)
- Small classes; Student-teacher ratio (2 check marks)
- SFA 101 (2 check marks)
- Police Presence (2 check marks)
- Driving Jacks (2 check marks)
- Current SFA logo (infinite check marks)
- Campus Rec & Student center (nothing)
- Administration (nothing)
- Professors that care (nothing)
- ICare (nothing)
- AARC (2 check marks)
- Free health clinic (nothing)
- Concert hall (nothing)
- Free on campus events (1 check mark)
- Movie theatre (1 check mark)
- Free pool (nothing)
- Student opinions matter (nothing)

- Something for everyone (1 check mark)
- Involvement center (1 check mark)
- Orientation (1 check mark)
- Campus tours (2 check marks)
- Going green (1 check mark)

Other Weaknesses listed:

- Diversity (1 check mark)
- Branding (location): Where is Nacogdoches? (2 check marks)
- School spirit as a whole (1 check mark)
- Retention (1 check mark)
- The “other” meaning of SFA; the reputation (1 check mark)
- Funds (who gets them?) (2 check marks)
- Resources being known (nothing)
- Cable (2 check marks)
- Registering for classes (1 check mark)
- Getting into the desired resident hall (1 check mark)
- Cafeteria food (5 check marks)
- Friendliness towards new students (nothing)
- North St. Traffic (nothing)
- Nacogdoches is not a college friendly town (nothing)
- No suddenlink!!!!!!!!!!!! (nothing)
- Library & Rec not 24 hours (1 check mark)
- Small/Bad roads (nothing)
- Not having on campus bars (nothing)
- Venues for events; big auditoriums (3 check marks)
- Bigger bus routes [no transportation to nursing school & close apartments (1 check mark)
- Better distribution of collages (nothing)
- Improve transportation (nothing)
- Higher One (nothing)
- Student center policy (nothing)
- Business/Financial aid office (nothing)
- Clinic (2 check marks)
- Poor Greek unity (nothing)
- Difference in how much they maintain res halls (nothing)
- Student unity (nothing)
- Overpriced residence halls (nothing)
- Nacogdoches community taking over the student center (nothing)

Other Opportunities listed:

- School spirit (3 check marks)
- Small class sizes (3 check marks)
- Nursing school (1 check mark)
- Academic advisors (1 check mark)
- Professors going out of their way (2 check marks)
- Diversity (1 check mark)
- Campus recreation (3 check marks)
- Transportation to baseball games (nothing)
- Community involvement (1 check mark)
- Philanthropy (nothing)
- Hands-on learning (1 check mark)
- Career services (2 check marks)
- Internship (1 check mark)
- Networking (2 check marks)
- Purple (nothing)
- AARC (3 check marks)
- Fine arts performances (nothing)
- Greek life (3 check marks)
- Human mascot (nothing)
- Archives [Historical] (nothing)
- OMA (1 check mark)
- Fall season (nothing)
- Opportunity to interact w/student athletes (nothing)
- Find yourself (nothing)
- Growth – Ready for the real world (nothing)
- Location (nothing)
- President lives close (nothing)
- Driving Jacks (1 check mark)
- Scholarship Opportunities (nothing)
- Student employment/Work study (nothing)
- Study Abroad (nothing)
- SFA way (nothing)
- Power of the student voice [SGA] (nothing)
- Resources in the library [The OWL] (nothing)
- Adding more main stream events [concerts, festivals, etc.] (nothing)
- On campus employment (nothing)
- Recruitment for SFA @ high schools (nothing)
- Career services (2 check marks)

Other Threats listed:

- Being surrounded by older population (1 check mark)
- Limited ground space (1 check mark)
- Limited number of majors (nothing)
- Diversity among staff (1 check mark)
- Lack of modern technology (nothing)
- Limited exposure to other majors (nothing)
- More housing options for upper classmen (nothing)
- Reputation (1 check mark)
- Bus to nursing school (1 check mark)
- Bus stops off campus during the week (nothing)
- Option of no meal plan for on campus living (1 check mark)
- Dining hall times: More options w/meal plans (1 check mark)
- Limited library hours (1 check mark)
- Bike lane (1 check mark)
- Smoking on campus (nothing)
- Uneven roads (1 check mark)
- Living on campus till 21 or 60+ hours (nothing)
- Raccoons/Squirrels/Possums (nothing)
- Hall 14, 16, and 20 (nothing)
- Cafeteria Size (nothing)
- Flooding (nothing)
- Bad drivers (nothing)
- Bike safety (nothing)
- Lighting in parking lots (nothing)
- Location of tech support (nothing)
- Health clinic (nothing)
- Food (check marks)