

Strategic Planning Committee Meeting

Focus Group Updates as of 11.17.16
Preliminary data only



Focus Group Participation

- Total number of participants = 112
 - Faculty = 16
 - Staff = 53
 - Students = 7
 - Other = 36 (community members, trustees, alumni)
- 36% of all participants are alumni of CSU



Focus groups left to do:

- 2 faculty focus (completed on 11/16, not included in this data)
- Graduate student council (completed today, not included in this data)
- Chairs Assembly
- SGA (November meeting was canceled)

Online SWOT survey opens Monday, November 28, closes Monday, December 12.



Top Strengths in the data collected thus far:

- Nationally accredited programs in business, education, music, theatre, art, nursing and chemistry
- Foundation assets
- Strong student support service (Career Center, Ace, Rec Center, Student Life, etc.)
- Competitive pricing compared to some larger institutions
- Positive reputation in local area



Most commonly mentioned strength
to be added is:

Athletics/athletic programs



Most commonly mentioned strengths to be removed are:

- Robust Honors and Servant Leadership Programs – are good but not robust
- Faculty to student ratio
- Positive reputation in local area
- Safe campuses, comparatively, with professional police presence



Top Weaknesses in the data collected thus far:

- Reliance upon unit-level generated revenues increases vulnerability/exposure to revenue
- Low student retention and graduation
- Lack of brand visibility/awareness/value
- Heavy reliance on adjuncts in some key course areas (e.g. Math and English)
- Desire/demand for growth exceeds resources



Most commonly mentioned weaknesses to be added are:

- Lack of technology in the day to day business processes between department/manual processes/too many different software platforms being paid for across all areas
- Limited recruitment – locally and out-of-state (cost is prohibitive)
- Lack of school pride/spirit
- Ability to attract the best students – not their first choice



Most commonly mentioned weaknesses to be removed are:

- Lack of ranking nationally
- Foundation liabilities
- Core classes involve large allocations of resources and availability is poor
- Lack of funding for the holistic student (Health & Wellness)



Top Opportunities in the data collected thus far:

- Fastest growing jobs in the US in the next decade will be related to healthcare, education, technology, and business
- Growth in STEM-related occupations (science, technology, engineering, math) in the US
- Increase internship opportunities and student participation in them
- Growth in the demand for graduate degrees
- Increase in the global demand for online/hybrid courses and programs



Most commonly mentioned opportunities to be added are:

- The role of athletics in recruitment
- Mentoring
- Increased focus on soft skills
- Alumni engagement



Most commonly mentioned opportunities to be removed are:

- Opportunity to increase enrollment by adding more relationship-building activities for applicants
- Ft. Benning creates opportunities for new programs/students in that area



Top Threats in the data collected thus far:

- Peer institutions continue to compete for top undergraduate students by offering Honors programs and scholarships
- Continued reductions in financial aid/support for students and universities (e.g. Pell, HOPE, etc.)
- Down economy and the resulting increased focus on college costs by students (increases in student fees may lead to a decline in enrollment)
- Decline in funds for students and universities
- Loss of funding or reduction in student fee could negatively impact student enrollment and retention (creates inability to offer and sustain student programs and activities)



Most commonly mentioned threats to be added are:

- Downsizing at Ft. Benning
- Low salary/heavy teaching load



Most commonly mentioned threat to
be removed is:

External political environment



CSU Differentiators (Good & Bad):

- Good
 - RiverPark Uptown campus
 - Relationship with the community & businesses
- Bad
 - Low brand visibility/awareness
 - Lack of school pride/spirit
- I don't know – and that's the problem

