
1. Three groups – Classified Staff; Professional Staff; Faculty
2. Purpose: to develop an experience based view of each group’s view of WWU Strengths, Challenges, Opportunities and Threats in regards to Recruiting and Retaining a Diverse Workforce
3. Process – for each element of the SCOT Analysis each group engaged in a four step facilitated sense making process
   a. *Idea Generation* – individuals silently brainstormed and wrote their ideas on sticky notes to be posted for public review on a sheet of flip chart paper – this is an alternative approach to brainstorming
   b. *Review/Discussion of Posted Ideas* – the group gathered around the posted notes to learn what their colleagues wrote and discuss the meaning of the posts
   c. *Affinity Groupings* – the group gathered at the postings and discussed the relationships among the postings and moved the posted notes into groupings of similar ideas or affinity groups
   d. *Naming of Groupings* – the group reviewed the notes that had been moved into affinity groups and generated a name that captured the essence of the meaning of each group of ideas.