SCOT Analysis

University Relations and Community Development

September 15, 2016

Strengths:

- People with strong and diverse skill sets
- Efficient and nimble people and operations to meet changing needs
- Recognizing our greatest challenges and striving to address them
- Innovative and adaptable people and operations
- Approachable and responsive people
- Collaborative and supportive nature
- Strong service ethic
- Healthy perspective and building of partnerships that is unique
- Telling and showing the Western story
- Commitment to assisting other areas/programs/community in achieving goals
- High bar for quality
- VP leadership style and strong advocacy
- Increased respect for services we offer
- Trust and confidence in us

Challenges:

- Lack of resources (funding and time) to meet constantly changing technology
- Victims of our own success because of high level of outcomes/outputs
- Brand reputation prevents us from addressing critical issues
- Crisis response and changing nature of these events
- Social media misinformation
- Resources for staffing and resulting workload issues
- Proactive communications with diverse populations
- Increasing cultural and gender competency (what do we mean?)
- Fiscal sustainability of some operations on soft money and time needed to secure/replenish those funds
- Continued lack of community collaboration in economic development
- Identifying appropriate metrics to weigh value of work
- Maintaining relationships with changing faculty, students, staff and off-campus stakeholders
- Diversity makeup of staff in URCD
- Appropriate office space for staff and student workers
- Inability to disrupt existing structures
- Change in URCD leadership
- Branding standards challenging impact on off-campus departments
- WebTech needs to improve support to existing clients and partners. Our challenge is doing that while tackling the bevy of new projects that we also believe are of strategic importance.
Opportunities:

- Transition in leadership with new people with different perspectives
- Technology enables us to reach more people and will only grow
- New president’s focus on relationships
- New president provides new opportunities to connect with community about who we are
- Change the environment of the campus by proactively reaching out to new first year students
- Changing state demographics provide opportunity to reach out to diverse students we would not have before
- To do student outreach in a different way than we do to reach diverse population.
- Adjust practices and look for alternative communication methods for student and employee recruitment
- Listen to students and work with other entities to encourage best practices in communications and marketing
- Renaming of URCD division to reflect newer vision
- More student involvement in our operational production
- Access to WWU big data to inform decision making and better tell stories
- Producing more video press releases and B roll for story support

Threats:

- Changing technology
- Changes in state and national leadership and resulting impacts on funding
- Crisis and controversy
- McCleary decision and potential funding challenges for higher education
- Retirement of Baby Boomers!
- Compensation vs. cost of living and employee retention at WWU and B’ham
- The changing pace of communications students are used to and our ability to keep up
- Not responding appropriately to challenges we are aware of
- Public perception that higher education degree is not needed
Vision for the Future

- More personnel in all departments (S, M, L)
- Infrastructure for live streaming (S)
- Faster internet for higher production (S)
- Student recruitment via social media (S, M, L)
- Increase Window magazine (from 2 to 3 or 4 annually) (S, M, L)
- Statewide data storehouse on student success stories (S, M, L)
- Endowment (State) for Washington Campus Compact (S, M, L)
- Less competition between state’s higher education institutions (S, M, L)
- More action on our part to address social issues (S, M, L)
- Increase number of outlets statewide for Western Window (S)
- Development of a WWU YouTube platform for WWU related collateral (S)
- Comprehensive social media portal with video (S, M)
- Financial resources for software that increases social media efficiency (monitoring effectiveness) (S, M, L)
- URCD to be a leader in living out an inclusive culture
  - Equity and inclusion discussion as a division about where we need to get to and how (S)
  - URCD book club (S)
- Coordination of WWU community engagement (S, M, L)
- Tools to better capture data and more effectively report outcomes (S, M, L)
- Quarterly URCD information sharing sessions (S, M, L)
- Expand URCD structure for more student input on story content to best reach that age group (S, M, L)
- More student internships in URCD to prepare for the real world (S)
- Develop an accessibility center or lab in partnership with the library usability group. The goal would be to conduct leading research on digital accessibility issues and develop solutions, much like the UW DO-IT program (S, M, L)
- Reimagine what the workplace might look like. As we face space constraints, competition from outside employment opportunities, do we need our offices to function only in the 8-5 hours with a physical office space. What do 21st century classrooms and workspaces look like and feel like? (S, M, L)
- Financial resources for software that increases social media efficiency (monitoring effectiveness) (S, M, L)

Visioning Time Frames
S – Short term
M – Mid term
L – Long term