SCOT Analysis:
A List of Strengths, Challenges, Opportunities and Threats
Woodring College of Education (WCE)
1/2017

Strengths

**Academic Programs** – Highly regarded academic programs, aligned to state (and, in some instances, national) standards, including programs such as the Education and Social Justice minor and the Bachelor of Science in Nursing.

**Partnerships** – Partnerships within the university to deliver academic programs as well as with schools, health care agencies, and communities to strengthen professional preparation as well as to support new, innovative, collaborative programs etc. (pathway programs, for example) while supporting P-12 and community-based service delivery.

**Personnel** – Faculty and staff are knowledgeable and experienced, focused on quality professional practices, actively engaged and productive while supporting student learning.

**Commitment to Diversity** – Commitment to diversity, equity and inclusion is an ethic of the college and evident in many ways; includes curriculum and resource centers; also includes pathway programs for under-represented P-12 students.

**Organizational Structure** – Committee structure provides leadership opportunities for staff and faculty as well as interdisciplinary opportunities.

**Reputation** – Well-established academic programs build a strong reputation; students view the WCE as a destination institution (for teacher preparation in particular).

**Facilities** – Renovated, LEED certified building with fully mediated instructional space.

**Student Support** – Student support services help students to be successful, with particular attention on the needs of students from under-represented backgrounds.

**Students** – Students are actively engaged, enthusiastic, and committed to making a difference; employability is increasing.

**Scholarship** – Scholars engage in rigorous academic research and creative activity which is disseminated in leading professional outlets.

Challenges

**Focus** – Taking on too many initiatives at the same time with potential to lose focus as well as draining resources and losing synergy.

**Financial Resources** – Lack of financial support for students via scholarship, program funding, and additional requirements (e.g., testing fees, tutoring costs), especially burdensome for students from under-represented backgrounds.

**Student Support** – Advising and counseling services are a challenge.

**Technology** – Struggles to offer innovative equipment, program offerings, and professional development.

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1 NOTE: Generally speaking, “strengths” and “challenges” focus on internal factors while “opportunities” and “threats” focus on external (to the college) factors.
Personnel – Need resources to hire more tenure-track faculty and staff; some uneven
distribution of service work; retiring faculty/staff and need for succession planning; some
concerns about trust among personnel.
Staff Support – Staff support levels have remained constant while workloads and programs
being supported have continued to grow causing staff to feel overworked and underpaid
with little recognition; need additional training especially around technology.
Diversity – Despite its emphasis, it is not yet evident in many of our programs and in our
faculty/staff/student demographics; still have not made a significant outreach to
indigenous communities; tension around inclusive excellence and a concern that diversity
is not inclusive of all social identity groups; difficulty discussing diversity.
Resources – Desire to move to professional/school residential models but the resources are
not available within a liberal arts institution; increases in external reporting requirements
are taxing.
College Programs and Coordination – Lack of planned growth for enrollment in the college
tied to employment trends; little time for cross-departmental coordination.
Partnership Coordination – With increased partnerships, need support for this work so
that workload and benefits are shared between partners appropriately.
Leadership – Pocket of concern around lack of faith/trust some hold in the college
administration.
Scholarship - Within a College of Education focused on teaching and student support,
tenure-track faculty experience significant challenges related to their time towards
scholarship.

Opportunities

Diversity – Our diversity efforts, aligned to the university and college mission and vision
statements, emphasize diversity, social justice, community service, and which should
enable increased support for our programs as well as increasing diversity of
students/staff/faculty.
Community/School Partnerships – These partnerships are seeing more WWU and WCE
students as providing value and benefit to their programs as well as asking to increase
opportunities/requests for new collaborative partnerships.
Outreach Programs – Serve as a way to increase access to our programs, expand
instructional repertoires via technology, as well as diversify our funding streams.
Publicity/Public Relations – Look for the various (media) opportunities available to
highlight our successes and excellence using a variety of social media.
Family and Community Engaged Teachers Initiative – Exciting opportunity to blend these
related fields, while broadening students’ experiences and preparation.
Fundraising – Fundraising has increased and strengthened efforts, increasing revenue for
the college initiatives and scholarships; substantial alumni donor based; new grant
opportunities should be pursued; External fundraising can help address financial
challenges.
Personnel and Professional Development – Provide opportunities for joint professional
development with faculty/staff to maximize abilities and skills.
Student Voice – Increase participation of students in the work of the college.
Leadership – Well positioned to be a leader in navigating and directing change in education, health, and human service professions.

**Threats**

**Budget/Funding** – Potential budget cuts constrain our work, hinder our expansion, and ask us to do more with less with concomitant impact on morale, workload, and quality.

**Competition** – Competition in education via online and/or hybrid programs, alternate route programs, community colleges, and other (for profit) education programs.

**Collaborations** – Cross college collaborations are fragile in some areas and with some departments.

**Challenges Facing the Field** – Changing national and state standards and requirements (with narrow understanding of education) in PreK-12, teacher education, and higher education that often become unfunded mandates.

**Capacity to Support Under-Represented Students** – Vulnerability of circumstances for our most vulnerable under-represented students (tuition costs, family, academic resources, etc.).

**Potential State and Federal Policy Changes** – Shifting changes in the federal and state political climate threatens the integrity and vision of the college and university.