

## SCOT Analysis

### University Relations and Community Development

September 15, 2016

#### Strengths:

- High bar for quality
- 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
- 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
- High respect for services we offer

#### Challenges:

- High quality WWU brand reputation makes addressing critical issues more challenging
- Addressing public social media misinformation
- Resources for staffing and resulting workload issues
- Resources to meet constantly changing technology
- Proactive communications with diverse populations
- Increasing cultural and gender competency
- Fiscal sustainability of some operations on soft money and time needed to secure/replenish those funds
- Identifying appropriate metrics to weigh value of work
- Diversity makeup of staff in URCD
- Challenge of disrupting existing structures

**Opportunities:**

- Transition in high level leadership with new people with different perspectives
- Technology enables us to reach more people and will only grow
- 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
- 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 government leadership and resulting impacts on funding of higher education
- Crisis and controversy on college campuses
- 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