

SUU *future*

Southern Utah University's Strategic Planning Process

STRATEGIC PLANNING TASK FORCE MEETING

March 26, 2015 @ 2:00 p.m. (Student Forum)

Ballroom

Participants: Marvin Dodge (Co-Chair), Emily Dean (Co-Chair), Carmen Alldredge, Mindy Benson, Mitch Bealer, Tina Calamity, Paige Christensen, Briget Eastep, Eric Kirby, Shauna Mendini, Jared Wilcken, Jennifer Oberhelman (recorder), 18 students

Marv Dodge welcome everyone at 2:05. He shared with the participants the process SUU us undergoing, developing a campus-wide Strategic Plan. He explained that today we would be conducting a SWOT analysis. Students formed four small groups and started listing strengths, weaknesses, opportunities and threats facing SUU. The results are as follows:

Strengths

- Easier/more opportunities available
- Cheap tuition
- Practical experiences of professors (3)
- Internships (3)
- Small class sizes (4)
- Hands on learning (3)
- Student involvement opportunities (4)
- Small town feel (4) (also can be a challenge)
- Scholarships/athletic programs
- Surrounding recreation (5)
- My teacher knows my name (5)
- Beautiful campus (2)
- Very good professors (3)
- Tight knit community
- Great Fine Arts productions (2)

Weaknesses

- High tuition (4) (Marv shared with the group that there will be no 2nd tier increases, but there will be a 3% 1st tier increase to all higher education institutions in Utah)
- Boring Student Center
- Too much administrative red tape (Admissions & Financial Aid) (3)
- Student fees
- Chartwells' monopoly at school and & they're expensive (clubs would like other options, but are unaware of procedures and how they work in regards to Chartwells)
- Getting into Science classes – bottlenecked (limit enrollment to Freshmen rather than upper classmen need tutoring options, it was noted that academic advising would be a great help to students to better prepare schedules but it's not being well utilized)

- Student activities not applicable (2)
- Limited internship opportunities that apply to my career path (2)
- Few online courses
- Poor/little presence in Northern Utah
- Inaccurate branding of school/culture
- EDGE complications (2)
- Need a one-stop shop for students questions/answers
- Better food options in Cedar City and on campus (healthier food, ethnic foods, more take out, food trucks) (5)
- Boring student life (3)
- Classes only offered every other semester (4)
- Don't have my major (3)
- Low selection of grad programs (2)
- Not enough advertisement/branding (radio commercials, billboards, etc. (many high school students, especially in Vegas, do not know about SUU) (2)
- Advertisement to let people know that SUU is diverse (different cultures) (2)
- Expensive student housing
- We need a better event calendar

Opportunities

- Leadership (5)
- Easy campus involvement – 140+ active clubs/organizations (challenges with contacts, information, etc. Also perceived as a strength) (4)
- More student and administration connection (5)
- Utilize more relationships with employers
- Potential in development and support career center (3)
- Outdoor connection (7)
- Invite other food industries on campus (5)
- Increase public image through media (4)
- More diverse student population – expand reach (out of state, international) (5)
- Jobs for students in the community (6)
- Research/internships (5)
- RHS (Rural Health Scholars)
- Create stronger presence on social media
- More research grants available for students (4)
- Complete re-branding in areas where we're not known (SLC/Vegas)
- Student Center recreation – more oriented to student life (2)

Threats

- SUU vs. other Utah schools tuition (7)
- Better scholarships elsewhere (better options & can stack) (3)
- Lack of funding from State Legislature (4)

- Bad professors (4)
- Dixie – make sure SUU stands out from Southern Utah area – Name recognition/branding (6)
- More opportunities in St. George/SLC (3)
- Lack of local jobs – keeps students away if it continues
- It's a pass-through city, not a destination (2)
- Other schools have my major (2)
- Nothing really sets us apart (3)
- Other schools modernizing/updating marketing (2)
- Need to build a culture to stay in Cedar City over the weekend

The forum was adjourned at 3:15. The next Task Force meeting will take place 4/16 at 11:30 a.m. Yankee Meadows.