

Strategic Planning Task Force and Staff Meeting – Richfield Campus

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Members of the Strategic Planning Task Force met with Snow College staff on the Richfield campus. Those in attendance had an opportunity to participate in a SWOT analysis where they could identify strengths, weaknesses, opportunities and threats of the college. Below are suggestions and discussion topics generated from this exercise. Numbers in parentheses represent agreement with the suggestion listed.

Strengths

• Low cost (3)
• CTE & GE offerings/programs (2)
• Location – Richfield (3)
• One stop shop advising (3)
• Small class size (4)
• Ability to get GE requirements all online (2)
• Our employees (2)
• United on Richfield campus (family-like) (2)
• Facilities/grounds (4)
• Local skilled staff to meet our needs (Richfield)
• Diverse students (Richfield) (Not all in agreement); age
• Open administration (will listen)
• Staff
• Faculty (2)
• Innovative (2)
• CTE Online Classes
• Win at professional student club competitions
• Distant learning
• Concurrent enrollment
• Good placement and transfer rates
• Good employer support
• New program offerings
• Delta opportunities
• Friendly, caring staff and faculty
• Staff give one-on-one attention to students (Richfield)
• SVC (3)

Weaknesses

• No culinary services – places to eat; gathering place (4) – Local business contract?
• Campus disconnected – still feels like two separate places (3)
• Location (Richfield) – 2 nd group; student employment, activities, etc. (2)
• Recruiting Issues
• CTE offerings in evenings for non-traditional students – loss of adjuncts (2)
• Responding to criticism (2)
• Promotion/publicity (3)
• Faculty criticism of administration (2)
• Two-year school (2)
• More online offerings/better online service (3)
• CTE – more expensive (2)
• Housing – Richfield (2)
• “Us” vs. “them” attitude (3)
• Not enough GE offerings (live at Richfield) (2)
• No extracurricular activities (sports, activity center, etc.) (2)
• No Richfield bookstore online info for students
• State reliant
• Short staff in departments (2)
• Communication (2)
• No facilities/pool/gyms – Richfield
• Event calendar on website not interactive
• Not offering many classes taught at night or 5-8 pm (CTE); too many 8-3 pm classes
• No Badger Bucks in Richfield
• Too many silos; need more cross training. If Richfield employees get sick they come to work anyway
• Staff employees lose vacation time to the use or lose policy
• No special collections in library
• No equipment to digitize history of Snow College
• Upgrade CTE equipment/syllabi
• College teachers are same as who they had in high school so students go to another school to get different teachers
• Territorial between campuses and even between offices; turf

Opportunities

• Small class size (4)
• More online courses (3)
• Live at home and go to school (4)
• More GE in Richfield (3)
• CTE offerings (2)
• Space to grow – afternoons, nights (3)
• One stop shop (HS to AS to BS degree) (3); masters?
• Julliard – PR (Destination school)

• More partnerships with GE & CTE (Adobe, Cisco, Polaris, etc.)
• More paid internships (Legislative funding) (3)
• Job placement (3)
• Community outreach (3)
• Options for non-traditional students (3) (help, support and flexibility; short-term training)
• More scholarships for CTE (2)
• Sponsorships from D.I, etc.
• Central location provides educational hub in Central Utah
• Expanding existing programs; dental, etc. (3)
• Pathways to other colleges/universities; pre-requisites
• Summer grant writing workshops
• Summer camps
• Continuing education classes – None now (2 sem, 1 summer)
• CTE training/workshops both for the public and for employees (faculty and staff)
• Event Center (2)
• Partnering with community services and businesses (2)
• Specialty liberal arts – Like Julliard

Threats

• Community confidence (4)
• Lack of communication; internal and external (4)
• Losing positions/departments (4)
• Strategic planning (?)
• Secrets between campuses – email lists (2)
• Change
• MOOCs
• Legislature (3)
• LDS Church (2)
• No cable access to internet/IT/infrastructure for technology growth; community access
• Inequality on campus
• Better classroom technology in Richfield, West campus
• Community naysayers (3)
• Crappy website (snow.edu)
• Lack of web resources and e-forms for students/parents
• Losing students with online admissions
• Ephraim advisors not aware or interested in encouraging Richfield offerings...or suggesting
• Not all Richfield classes listed in Banner/online – “lost” – closed?
• Lack of summer classes (2)
• Richfield vs. Ephraim student worth
• Being defined as a two-year school

<ul style="list-style-type: none"> • Students having a bad online experience or any bad experience in the classroom
<ul style="list-style-type: none"> • Changing program requirements; mid-stream for students. Frustration with moving target
<ul style="list-style-type: none"> • Sevier school district

Those in attendance were then asked to identify their “hopes and aspirations for Snow College five years from now.” The following suggestions were made:

- Facilities, i.e., library, housing, activities that support educational mission (5)
- Collaboration and teamwork between departments (2)
- More interactive learning
- Better online experience (4)
- More robust GE
- Courses taught all hours of the day (CTE) (2)
- “Destination” school (2)
- Partnerships with businesses/schools (8)
- Quicker response/turnaround
- Organized professional development for faculty and staff (4)
- Staff = faculty (2)

After considerable discussion of the above topics the following were identified as the top four priorities:

- Partnerships with businesses/schools (8)
- Facilities, i.e., library, housing, activities that support educational mission (5)
- Organized professional development for faculty and staff (4)
- Better online experience (4)