

Strategic Planning Task Force and Staff Meeting – Ephraim Campus

May 29, 2013

Participants: M. Dodge, M. Jenkins, C. Mathie, J. Cox and M. Brown

Members of the Strategic Planning Task Force held a second meeting with Snow College staff on the Ephraim campus. Marvin began the meeting by updating those in attendance on the status of the Strategic Planning process as well as answering any questions they might have. He indicated that the current enrollment numbers are being tracked against last year and we are ~70 students down. The FY2014 Budget process is currently on hold until more information on enrollment is obtained.

Those in attendance then 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 enrollment = small class size
• Open enrollment
• Price
• Quality of teachers (2)
• Rural setting (3)
• Consolidated campus
• Great housing (2)
• Strong outdoor recreational opportunities (3)
• Good football team (2)
• Appeal to community
• Good cultural events (2)
• Good soccer team
• Safe environment (2)
• Strong student life activities
• Ability to act and adjust to needs of academic and industry
• Nimbleness
• Julliard (3)
• Football top 10
• Opportunities for freshman and sophomores (2)
• Location: close enough but bar away enough (2)
• Perception of music program 4-yr degree, engineering, pharmacy, pre-med – strong reputation (2)
• Hands-on experience (2)
• Strong LDS-YSA programs (2)
• Accredited programs
• Word of mouth from alumni (2)

• Athletic teams
• Forensics and other successes
• Clubs
• Steinway school (2)

Weaknesses

• Lack of student employment – internally and externally
• Student communication with Badger mail
• Under staffed (4) – Employees required to wear “too many hats”
• Serious student athletes (2)
• Summer/year-round enrollment
• Commitment from college
• Community support
• Lack of online technology (classes) – faculty support
• Better trained phone operators (those who answer x7000) – More direction
• Tutoring resources
• Multi-lingual interpreters
• Integration of programs
• Cross disciplinary programs
• Location
• We don’t have regular meetings like this
• Not attracting non-traditional students (married, single moms, continuing ed)
• Night classes
• GE programs that are 3 credits should be 2 credits to provide more breadth rather than depth so student can find a major
• Money
• Out-of-state recruiting
• Demographic shifts
• GBEEC underutilized

Opportunities

• Medical training – needs (6)
• Partner with businesses (7)
• 4-year degrees: IT, computer science, engineering, nursing, art, etc. (7)
• Nimble – We can change quickly (2)
• Market-friendly; personal touch (2)
• RM incentive (3)
• Students coming; Utah is growing
• MOOCs (2)
• Create internships with community (gaining real-world practical experience)
• Redo GE – 2 credits not 3 credits
• More CTE – React to community and nationwide need (2)

<ul style="list-style-type: none"> • Partner with other institutions for relevant graduate programs
<ul style="list-style-type: none"> • Market more to non-traditional students (working adults, evening classes, weekends?) University of Phoenix-type
<ul style="list-style-type: none"> • GBEEC can be utilized

Threats

<ul style="list-style-type: none"> • MOOCs
<ul style="list-style-type: none"> • Not having more 4-year degrees (5)
<ul style="list-style-type: none"> • Not making our name known (nationwide) (3)
<ul style="list-style-type: none"> • UVU building in Payson – purchased land?
<ul style="list-style-type: none"> • Our rural setting not attractive to some (3)
<ul style="list-style-type: none"> • Not enough IT support (people) (3)
<ul style="list-style-type: none"> • \$ for scholarships
<ul style="list-style-type: none"> • Misperceptions of Snow (3)
<ul style="list-style-type: none"> • Lack of an arena, lack of a better stadium (not high school facilities)
<ul style="list-style-type: none"> • Missions (3)
<ul style="list-style-type: none"> • Cost of attendance. Can we keep it low?
<ul style="list-style-type: none"> • High school grads with Associates degree upon graduation
<ul style="list-style-type: none"> • Low community support
<ul style="list-style-type: none"> • Economy

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

- Destination – quality school (1)
- Affordable – quality education (1)
- High touch community campus/involved (1)
- Up-to-date
- Single point log-in; better communication with students; system integration (4)
- Hands-on practical learning environment; teachers = facilitators (5)
- Really positive experience college = Snow
- Engaged learning (2)
- National reputation (2)
- Regional college for central Utah (6)

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

- Regional college for central Utah (6)
- Hands-on practical learning environment; teachers = facilitators (5)
- Single point log-in; better communication with students; system integration (4)
- National reputation (2); Engaged learning (2)