Strengths

S-W-O-T
Strengths

Welcoming

- WOU is well situated within the Willamette Valley which allows us access to larger population while also minimizing costs. Centrally situated between Coast and Cascades.

- Attractive campus that highlights the “traditional” look of an academic institution.
Welcoming

- Quality staff (administrators, faculty, staff) with a service orientation.
Opportunities

- Focus on attracting and supporting (financially, academically, etc.) ethnically and economically diverse students as well as traditionally under-represented student.
- Focus on attracting and supporting (financially, academically, etc.) students with disabilities.
Strengths

Opportunities

- Existence of The Research Institute at a predominantly undergraduate institution that attracts external funds to provide support for academics, student services, athletics, facilities.
Strengths

Opportunities

- Opportunities for undergraduate research (Honors Program, Academic Excellence Showcase, etc.).
- Size provides opportunity to change to meet the on-going needs of the new generations of students, faculty and staff.
Strengths

Opportunities

- Smaller class size allows greater faculty-student interaction.
Strengths

Unity

- Quality staff (administrators, faculty, staff) with a service orientation.
- Smaller class size allows greater faculty-student interaction.
- Expectation of students that the university will provide a personalized education with excellent customer service.
Weaknesses

S - W - O - T
Weaknesses

- Human resources taxed greatly - many one person operations
- Disconnect in teamwork and communication
- Lack of marketing and consistent branding
Weaknesses

- Need more alumni and foundation reach out
- Degree pathway barriers
- Accessibility issues
Weaknesses

- Affordability
- Enrollment management
- Lack of internal assessment
Opportunities

S - W - O - T
Opportunities

VALUE PROPOSITION - RECRUITMENT

● Enhancing connections and visibility, and improving marketing with a goal of increasing enrollment

VALUE PROPOSITION - DONORS & FUNDERS

● Increasing recognition and connections with a goal of increased funding, donations, and awareness of WOU’s value
Opportunities

STUDENT SUCCESS - SUPPORT SYSTEMS
- Providing students with support systems, programs, and efficient pathways to increase independence, completion, and future success

STUDENT SUCCESS - REAL ACCESS
- Providing students with meaningful financial support and effective connections to other educational institutions
Opportunities

STUDENT SUCCESS - ACADEMIC DIMENSIONS

- Providing students with educational opportunities relevant to life, learning, and work in today’s world - and tomorrow’s

FACULTY & STAFF EMPOWERMENT

- Shaping institutional structures and opportunities that enable personal and professional growth of faculty and staff to further enrich student education and public visibility
Opportunities

CAMPUS ENVIRONMENTAL ENGAGEMENT

- Increasing diversity and collaboration; encouraging integration with local and global communities

SYSTEMS REFORM

- Reform and transform core systems such as assessment, technology, and bureaucratic processes
Threats S-W-O-T
Threats

POLITICAL
- Mandates for educational outcomes, focus on job preparation;
- Lack of legislative allies.

ECONOMIC
- Unpredictable funding and rising costs;
- Increasing student debt/pressure to abate it.
Threats

RELATIONSHIPS/COMPETITION
- New sources of competition as well as changing relationships with community colleges.

LOCATION
- Small town has fewer opportunities for employment and internships for students;
- Perceived lack of cultural draw and “things to do.”
Threats

SOCIAL/CULTURAL CLIMATE

- Devaluing of a liberal arts education;
- Less funding for K-12 = less prepared students;
- Changed expectations from outside accrediting and standards groups;
- Reputation/perception of us as a college for teachers, not everyone.
Threats

TECHNOLOGICAL

● Rapidly evolving technology needs are expensive, often not interoperable, and require training;
● Cyber-attacks/ hacking are a constant concern.