Strategic Planning at WSU
The Stakeholder Survey

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WASHINGTON STATE
UNIVERSITY

Overview

- The Survey and The Stakeholders

- Themes & Subthemes:

  - Where We Are Now: University's Current Value

  - Where We Could Be Future Directions

  - Challenges Barriers to Overcome

- Graphical Comparison Across Groups

- Concluding Analysis & Discussion

The Stakeholders Survey

- Stakeholders from multiple groups were sent an online survey to give feedback on the future planning of WSU Tri-Cities

- Specifically, stakeholders were asked to write out responses to questions about the value they place in WSU-TC, what they'd like to see in the future, and what is holding the campus back

- All of the responses were analyzed and coded to themes and subthemes. Supplemental statistical analyses were also conducted.

Who Are the Stakeholders of TWU?

- Community Members
- System & Campus Administration
- Campus Faculty
- Campus Staff
- Prospective, Past, & Current Students (Undergraduates, Graduates, Running Start, etc.)

Stakeholder Survey Themes

What Did Stakeholders Say?

"Thinking about WSU Tri-Cities overall as an institution, how is WSU Tri-Cities valuable to you?"

1) Student Accessibility

2) Connection to Community

3) Unique Student Experience & Opportunities

Theme 1: Student Accessibilit

- Local Proximity

- Affordability

- Opportunity for Non-Traditional Students

Theme 2: Connection to Comm

- Supports Local Economy, Community, Partners, & Industry

- Reputation

Theme 3: Unique Student Experience & Oppor

- Intimate Campus

- Diverse Student Body

- Real-World Experience of Internships & Research

- Personalized Instruction

- Strong STEM & Other Programs

"What is your vision for the direction of WSU Tri-Cities' future, and what ways could WSU Tri-Cities better fulfill your ideals for the institution?"

1) Overall Growth

2) Increase in Local & Regional Relevance

3) Improved Services & Facilities

4) Increased Reputation & Quality

5) Increased Diversity & Inclusion

Theme 1: Overall Growth

- Student Population Growth

- Maintaining Commitment to Campus Mission

- New, Year-Round, and Online Course Availability

- Improved Workforce Preparation

- More Degree Options

- Growth Toward Opportunities of Four-Year University

- Staff Development

- More Graduate Programs

Theme 2: Increase in Local & Regional Re

- Relationship with Local Businesses, CBC, & Local High Schools

- Region-Specific Offerings (e.g. Wine, Agriculture, Health, Engineering, etc.)

- Community-Centered Outreach & Events

Theme 3: Improved Services & Facil

- Physical & Mental Health Assistance

- Student Services

- Upgrade Current Campus Facilities & Interiors

- Technology & Lab Upgrades

- Housing Upgrades

- New Campus Facilities and Infrastructure

Theme 4: Increased Reputation & Qu

- Drive to 25 & Leaders in Research

- Reputation as Leaders in STEM

- Clarified Relationship Within the System & Improved Inter-Campus Relations

- Improved Campus Administrative Leadership

- Improved Inter-Departmental Procedures & Relations

- Increase in Quality/Reputable Staff

- Healthier Departmental Work Environment

Theme 5: Increased Diversity & Inclu

- Staff Diversity

- Attract Hispanic, Non-Traditional, & Transfer Students

"What barriers to effective campus planning do you see?"

1) Campus Dysfunction

2) Budget Inefficiencies

3) Student Support

4) Campus Needs Inconsistent with System Needs

5) Location

Theme 1: Campus Dysfuncti

- Campus Climate & Interdepartmental Disharmony

- Leadership

- Communication Between Campuses & in Community

- Administrative Transparency

- Need for Greater Awareness of What We Do Have

Theme 2: Budgeting Inefficiencies

- Poor Prioritization of Funds

- Low Availability of Funds
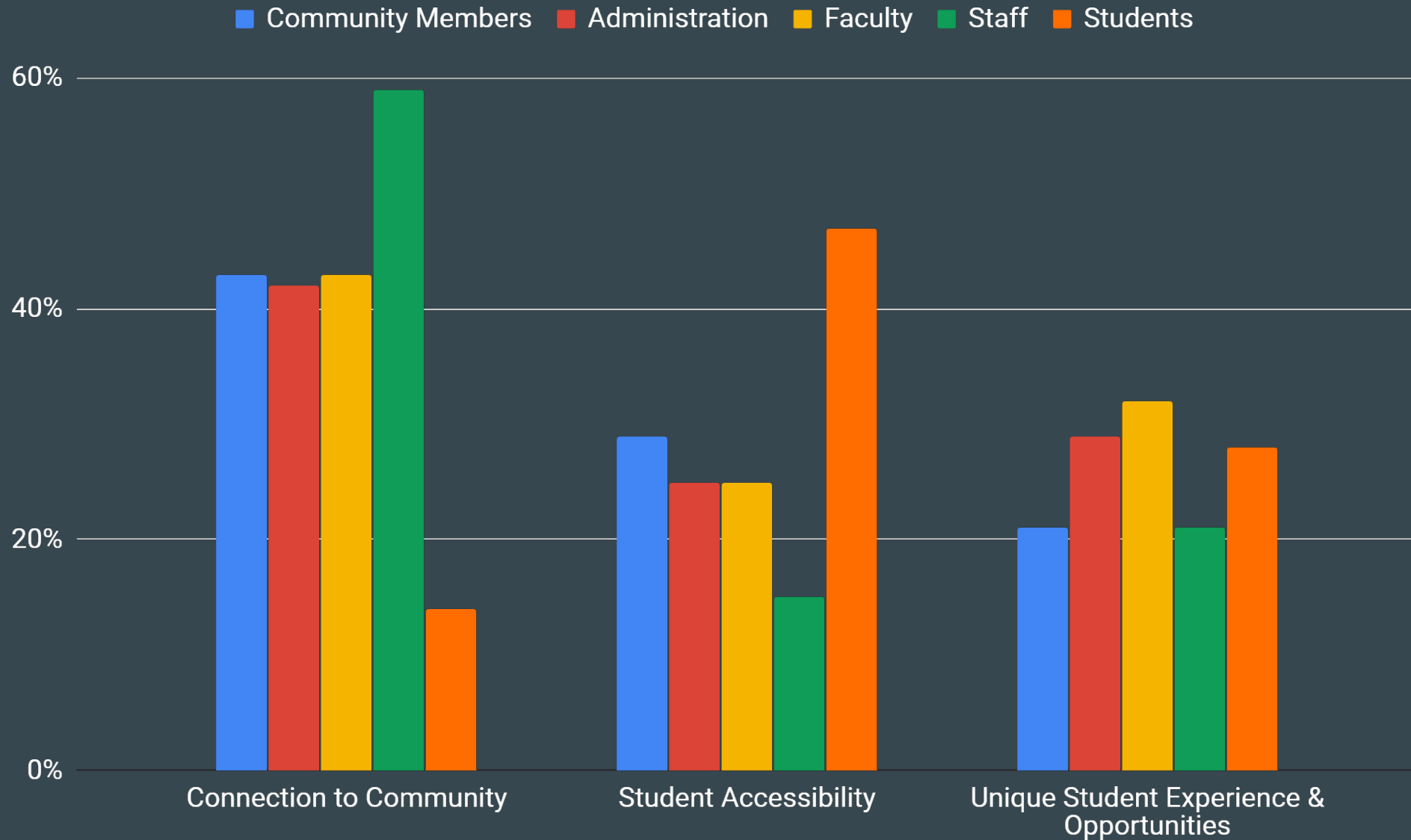
Theme 3: Student Support

- Lack of Services

- Insufficient Number of Faculty

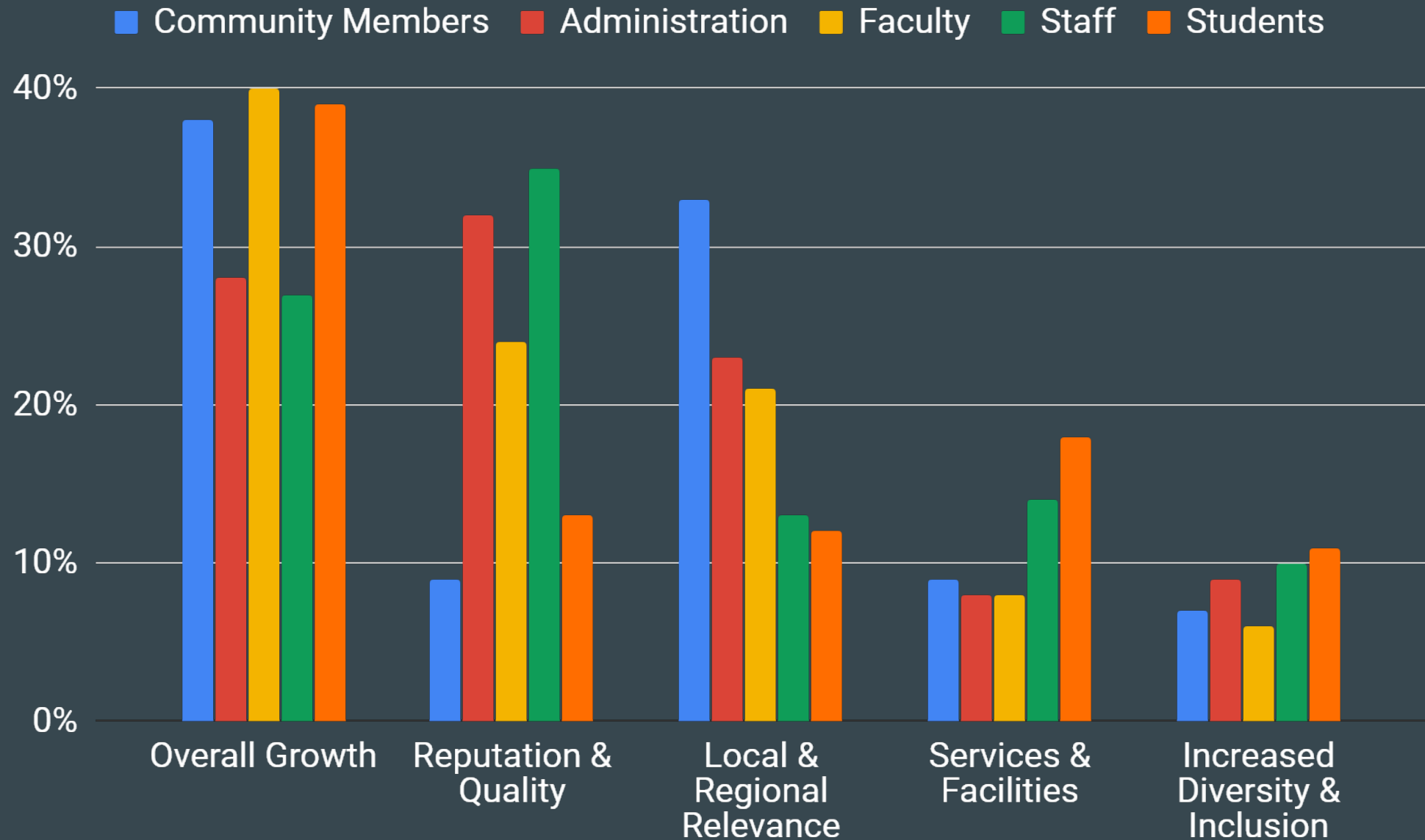# Theme 4: Campus Needs
Inconsistent with System Needs
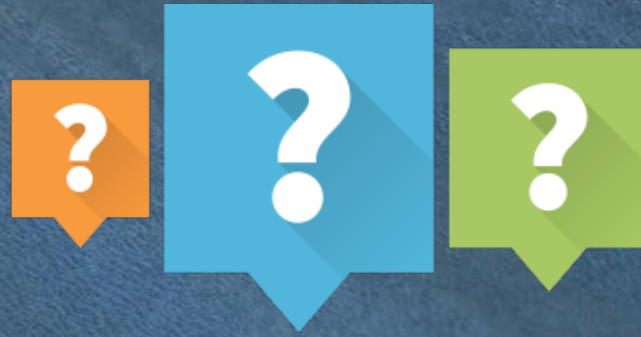
Theme 5: Location

- Isolation from Community

Summary & Conclusions

- Values
  - Remembering our student values (accessibility, unique student experience)
  - Much agreement about values & future directions, differences mainly in emphasis
- Suggestions & Discussion Questions
  - Overall Growth: Can we be all things to all people?
  - Local & Regional Relevance may tie into Unique Student Experiences & Opportunities?
  - Can we find ways these also fit with Drive to 25 and increase in quality & reputation?