

10/18/16

Truth Trends Unique

1. What is something that we should be talking about that we aren't?

- a. Truth
 - i. Student population diversity
- b. Trend
 - i. Pay/ Salary Equity
 - ii. Programs
- c. Unique
 - i. Deadwood
 - ii. Community Connections

2. What keeps us from being a first choice?

- a. Truth
 - i. Poor perception of: academics, jobs after graduation, party schools image, lost accreditation myth, unsafe, weather,
 - ii. Location: transportation, things to do, lack of HS counselor support, not proud to tell story of FSU, jobs while students
- b. Trend
 - i. Facilities: lack of new or updated compared to other schools; ageing buildings
- c. Unique
 - i. Student moral
 - ii. Reach students early

3. What do we say we do that we don't?

- a. Truth
 - i. N/A
- b. Trends
 - i. Collaboration/Transparency
 - 1. Consensus building
 - 2. Inclusion
 - ii. Resource Allocation
- c. Unique
 - i. Who are we?

4. What risks must FSU take to insure survival?

- a. Truth
 - i. Put everything on the table to evaluate effectiveness
 - ii. Be willing to cut/ prune for growth
- b. Trend
 - i. Think outside of current enrollment

- ii. Model to recruit and select students (SPA/SAT)
- iii. Diversity- talk with stakeholders about importance of diversity as a strength for the university and community vs. threat
- c. Unique
 - i. N/A

5. What is the academic reputation of FSU?

- a. Truth
 - i. Pretty good second choice
 - ii. From insiders we have a good academic perception
 - iii. Reality is better than perception
 - iv. We are a backup choice
 - v. Depends on what group is answering the question: alumni, faculty, students, community
- b. Trend
 - i. Academic readiness is low
 - ii. More of an access school
 - iii. Reputation has eroded over the years
 - iv. Known as a party school
- c. Unique
 - i. I don't know- we need data
 - ii. Locals are intimidated by the "big school"
 - iii. What is the significance of an "academic reputation" Does it draw students in or scare them away? We want it in the market perception but not actual academic process.