

Stakeholder Group: Faculty

<p>INTERNAL ORIGIN</p>	<p><u>STRENGTHS</u></p> <ol style="list-style-type: none"> 1. Dedicated, caring faculty 2. Small class sizes 3. Beautiful campus 3. Affordable education—good value 4. Student diversity 5. Dedicated, caring staff 	<p><u>WEAKNESSES</u></p> <ol style="list-style-type: none"> 1. Budget does not support successful programs or maintenance 2. Admit unprepared students 3. No support for professional development 4. Location 4. Insufficient number of faculty 4. Faculty focused on self-interests 4. Recruitment efforts including faculty expectations 4. Organizational structure and bureaucracy
<p>EXTERNAL ORIGIN</p>	<p><u>OPPORTUNITIES</u></p> <ol style="list-style-type: none"> 1. Capitalize on location and expand programs that use our setting 2. More presence and involvement in Western Maryland (science, health-care, K-12, industry) 3. Experiential learning 3. Online classes and curriculum for growth markets 4. Technical aspects of education 4. Support new ideas 	<p><u>THREATS</u></p> <ol style="list-style-type: none"> 1. Declining high school graduates in Maryland/enrollment 2. Funding limitations 3. Competition with other colleges and universities/new developments from these institutions 4. Our reputation 5. Faculty morale and faculty Leaving because of low salaries 6. Online programs as competition
	<p><u>ADVICE FOR LEADERSHIP</u></p> <ol style="list-style-type: none"> 1. Recruit in new ways and look to other areas (including WV and PA) 2. Stop increasing faculty workload and forcing class enrollment dictates 2. Have higher standards for student acceptances 3. Fill vacant faculty positions 3. Do fewer things better—laser focus 3. Better communication and transparency by publishing criteria for decisions 	<p><u>INSTITUTIONAL VALUES</u></p> <ol style="list-style-type: none"> 1. Produce good students that will be competitive in the workforce and graduate or professional schools 2. Focus on a quality education 3. Compassion and community involvement 4. Affordability and value 4. Small class size 4. Experiential learning 4. Transparency 4. Diversity 4. Integrity