Planning and Feedback Session

The purpose of this session was to gather input from employees hired since August 2010.

<table>
<thead>
<tr>
<th>Group:</th>
<th>Date:</th>
<th>Tool:</th>
<th># Attendees:</th>
</tr>
</thead>
<tbody>
<tr>
<td>New Employees</td>
<td>10/18/2011</td>
<td>SWOT analysis</td>
<td>22</td>
</tr>
</tbody>
</table>

**Facilitators:** Sarah Olson and Angie Friez

**Strengths:**
- Friendly and healthy environment (13 checkmarks)
- Employee empowerment (12 checkmarks)
- Central location (12 checkmarks)
- Larry (12 checkmarks)
- Variety of academics (11 checkmarks)
- Size/ratio (10 checkmarks)
- Innovative campus (10 checkmarks)
- Reputation (10 checkmarks)
- Good place to work (9 checkmarks)
- Online presence (9 checkmarks)
- No micromanagement! (8 checkmarks)
- 3rd largest in ND (8 checkmarks)
- NDPERS benefits rock! (7 checkmarks)
- Not intimidating – for students (6 checkmarks)
- Modern equipment in classrooms (5 checkmarks)
- Business/community partnerships (4 checkmarks)
- Inexpensive (4 checkmarks)
- Drake and Janelle (3 checkmarks)
- Train SW ND (1 checkmark)
- Leave BSC with a degree – even if you don’t finish a bachelors

**Weaknesses:**
- Housing (13 checkmarks)
- 2 year school (9 checkmarks)
- Lack of visibility (5 checkmarks)
- Student preparation for college (4 checkmarks)
- Promoting the “college experience” and activities that take place at BSC (3 checkmarks)
- Keeping up with technology – i.e. no swipe cards – old technology (3 checkmarks)
- Move Allied Health onto main campus – we want free ice cream! (3 checkmarks)
- Social media involvement (2 checkmarks)
- Lack of individual program advertisement (1 checkmark)
- Growing too quickly (1 checkmark)
- Departmentalized
- Community cultural involvement
- Staff and faculty retention
**Opportunities:**

- Advertise individual programs – people need to know what their “Beyond” is!! (14 checkmarks)
- Advertise outside of ND (13 checkmarks)
- Attract students who want 4 year degree (13 checkmarks)
- More instructors in Energy programs – too many programs, not enough instructors (9 checkmarks)
- Dual credit (9 checkmarks)
- Emphasizing quality of Gen Ed classes for BA/BS seekers (8 checkmarks)
- Maintain/promote affordable education (8 checkmarks)
- Additional online class opportunities (5 checkmarks)
- More support – educational/instructional, etc. – for adjuncts (4 checkmarks)
- Use Energy to train people for the Bakken (2 checkmarks)
- Stop using “Beyond” so much – at least define what “Beyond” can be!! (1 checkmark)
- Social media to promote and add excitement to campus events (1 checkmark)
- Bakken internships (1 checkmark)
- More awareness – internal and external
- NECE needs assistant instructors – more than adjuncts – or need quality adjuncts

**Threats:**

- Students not “college ready” (12 checkmarks)
- Bakken (9 checkmarks)
- Other schools (8 checkmarks)
- No available housing (8 checkmarks)
- Over-involved parents (7 checkmarks)
- Poor marketing of individual programs (7 checkmarks)
- Competition (5 checkmarks)
- Youth outmigration (5 checkmarks)
- Advertise programs – increase amount of applicants so we can be more selective and produce better graduates!! (5 checkmarks)
- For-profits – U of Phoenix, etc. (4 checkmarks)
- Students unable to pay for school (3 checkmarks)
- Making money without education (3 checkmarks)
- BSC viewed as just a “community college” (2 checkmarks)
- Internet (2 checkmarks)
- Poor management (1 checkmark)