Planning and Feedback Session

The purpose of this session was to get feedback from the BSC Office of Innovation Advisory Group

**Group:** Office of Innovation Advisory Group  
**Date:** 11/10/2011  
**Tool:** SWOT  
**# Attendees:** 8

**Strengths:**
- Growth (6)
- Partnerships – building (6)
- Leadership – Larry (6)
- Location (6)
- Affordability (6)
- Connection to needs of community – providing programs/goods to meet those needs (6)
- Online availability (flexibility) (4)
- Attention to students (4)
- Energy – Center of Excellence (4)
- Living on the edge (3)
- Programs – vocational and others (2)
- Flexibility (1)
- Nimble (1)

**Weaknesses:**
- Cold winters (4)
- Two year school (2)
- Lack of on-site housing (1)
- Transportation costs/isolation from rest of nation (2)
- Dependence on state v. local government funding (2)
- Small population (2)
- No Fine Arts Center (1)
- Cost of books and materials (1)
- Dependence on four year alliance with MSU/DSU (1)
- Lack of diversity (1)

**Opportunities:**
- Ted Talks (6)
- Nationally recognized for innovation (4)
- Niche – non-profits – elderly (3)
- Continuing education – realtors, insurance, etc. (5)
- Coffee shop learning atmosphere – to bring public on campus (4)
- Online education (3)
- Virtual text (3)
- Malcom Baldrige recognition (3)
• Partnerships with unique country (3)
• Certificates (3)
• Concert center (3)
• Higher Ed partnerships (2)
• DECA (2)
• Threats (2)
• Oil worker education – how to tie into their schedules (2)
• More programming (1)

Threats
• Student loans/cost of education - upwards of $ trillion (8)
• Online education – competition (4)
• Economy (3)
• Back to basics vs. “flash” to capture students attention (2)
• Students seeing value in their 4 year degree (job?) (2)
• Oil field work vs. education (2)
• Competitive salaries (2)
• For profit education (2)
• Straying from mission (2)
• Digital generations new perspective/”approach“ to learning (2)
• Difficulty assimilating/applying learning (2)
• Uncontrolled growth (1)