

Academic Master Planning
Summary of SWOT Analysis for Goal 5
February 26, 2010

Goal 5: *Cultivate leadership, integrity, social equity, globalization, and civic engagement to prepare students for meaningful contributions to society.*

Overall theme: Goal 5 ideas need to permeate life on our campus.

Strengths

- Data show that Shippensburg University (SU) offers a wide range of opportunities to engage and develop value perspectives related to Goal 5.
- Students have multiple opportunities to develop in the areas listed in Goal 5.
- Faculty and staff see Goal 5 as a priority.
- Technology can help in broadening global and ethnic interaction at the program and classroom levels.

Weaknesses

- Opportunities are offered on and off campus to engage in Goal 5 activities, but we need to find ways to offer incentives for students, faculty, or staff to take advantage of these offerings.
- For the ideas in Goal 5 to be achieved, SU needs to be more deliberate in planning needs and outcomes.
- There is a lack of community, a splintered approach, disconnect between:
 Town and gown
 Academic Affairs and Student Affairs.
- General Education needs to take responsibility for integration of this goal into the curriculum.
- There is not much about Goal 5 that represents intentional learning. Not all programs or colleges include Goal 5 items in their curriculum.
- Promotion and tenure reward system fails to value service sufficiently. This lack leads faculty away from creating opportunities for students or themselves to participate in Goal 5 activities.

Opportunities

- Take the campus to the people in the central Pennsylvania region. This strengthens community/campus linkages.
- Examine opportunities to reach new audiences through joint degree programs with other institutions.
- Expand on line academic opportunities and exploit learning technology
- Work to diminish value gap between town and gown.
- Examine carefully the value learning opportunities within a first year experience.
- Examine carefully the value learning opportunities within a revised General Education Curriculum.

- Flesh out the value learning opportunities within the Living/Learning model.
- Examine opportunities to enhance global awareness through enhanced technology within the academic programs.

Threats

- Weak economy; thin resources; declining tuition subsidy; and growing student population
- Stasis and territoriality in the current general education program
- Chasm between Academic and Student Affairs
- Campus culture is territorial and often not a part of a whole
- Dumbing Down of America
- Changing needs and entry skills of student population
- Ability to communicate to students the importance of key societal values
- Community perceptions of the university students, faculty and staff.

Action Items

- Some action items mentioned in sessions are listed below. Many others are listed at the end of the session summaries.
- SU needs an inventory of opportunities.
- Plan more opportunities in areas of campus life and academic offerings.
- We need a reward system that engages students, faculty, and staff in Goal 5 activities.
Suggestion: Include for students a “tick the box” list for graduation that includes activities to fulfill in Goal 5 areas.