Strengths, Weaknesses, Opportunities & Threats: Survey Results

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What are strengths of Ferris State University?

• Wide breadth of needed unique, technical and career based programs
• Students graduate prepared to enter work force and get jobs
• Strong learning environment created by faculty
• Educational value, strong financial management
• Locations and setting
• Opportunity mission
• Strong reputation
• Students enthusiastic and eager to learn
• Dedicated, innovative, approachable staff
• Smaller, more personal university
• Strong community partnership, outreach and support
• Students graduate with hands on experience
What are weaknesses of Ferris State University?

- Perception, understanding, and appreciation of University
- Distance of central location from population centers
- Upgrades needed for some buildings, equipment, and technology
- Continued budget cuts, erosion of resources
- Quality of life student experience, especially on weekends
- Inability to attract top students
- Parking
What are current and future opportunities for Ferris State University?

- Leadership in providing career-oriented education
  - Flexible learning programs that meet needs of Michigan employers
  - Career programs that graduate prepared students and place them in jobs
- Promote, build upon, and expand high quality programs
- Partnerships and collaborations with more businesses and organizations
- Online opportunities
- Expand ties across state and region
- Hub for cultural involvement and the arts
- Control costs
What are current and future threats for Ferris State University?

- Decreased state funding
- Cost and affordability of education
- Competition for students, declining number of high school graduates
- Competition from other universities
- Online colleges and degrees
- Fragmentation of mission
- Reputation, branding, differentiation of university
- Flexibility to change and adapt quickly
Thank you for sharing your thoughts, observations, and ideas for Ferris State University

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President