

Employee Town Hall Meeting Highlights

4/25/2018

If you could change one thing about ECU, what would it be, and why? *(Lang)*

1. Communication and Marketing
 - a. Letting the community know ECU's importance
 - b. Better internal communication of what we do
2. Faculty and Staff identified as critical resources
 - a. Competitive compensation

How do you feel about ECU as a community partner? *(Schlup)*

1. The community is uninformed, or misinformed, of the impact ECU has on the area
2. ECU relies heavily on a limited number of partners
3. The Continuing Education program is ECU's connection to the community
4. Increase contribution to community
5. Increase branding in community
6. Expand the definition of community
 - a. Include more rural schools in interaction

What can ECU do to improve retention? *(Kilby)*

1. Improve Customer Service
2. Implement a 4-year mentoring program
3. Require multiple meetings between students and their advisor per semester
4. Improve social night life
5. Mainstream enrollment/admitting procedures

What can ECU do to improve recruitment? *(Draper)*

1. Increase outreach efforts to local high schools and junior colleges
2. Use social media
3. Hire more experienced recruiters
4. Increase funding for marketing and branding

What can we do to improve our financial resources? *(Lancaster)*

1. Actively pursue grants and fundraising opportunities
2. Recruit further into Texas, and increase efforts in Ada area
3. Help students understand the letters they are getting (particularly about holds and finance)
4. Prioritize funding (RAC)

What Challenges do you anticipate us needing to deal with effectively over the next five years? *(Smith)*

1. Growth in Enrollment
2. Cost and development of the latest technology
3. The wage scale (CUPA data)
4. Providing transportation for students to access off-campus resources

Employee Town Hall Meeting Highlights

4/26/2018

If you could change one thing about ECU, what would it be, and why? *(Lang & Jones)*

1. Communication
 - a. Knowing who to call to answer your question
 - b. Improve the website
 - c. Rebranding in the community

2. Create a more pleasant campus
 - a. Improve the Wellness Center
 - b. Reinstate the daycare for employees and students
 - c. Bring back Continuing Education

How do you feel about ECU as a community partner? *(Pappas)*

1. Cultivate more partnerships
2. Increase the number of local business internships
3. Bring back Continuing Education

What can ECU do to improve retention? *(Klippenstine)*

1. Improve relationships on campus (student-faculty, student-staff, faculty-staff, everyone-administrators)
2. Improve customer service campus-wide
3. Study successful like-site schools

What can ECU do to improve recruitment?

1. Use alumni to recruit from their previous high school
2. Increase recruitment of North Texas, and multicultural communities
3. Implement an Interscholastic Meet to bring prospective students to campus
4. Improve the website

What can we do to improve our financial resources? *(Jones)*

1. Provide more connections for students to job opportunities (Career Center)
2. Push the payment plan for students
3. Sell corporate ads on campus

What Challenges do you anticipate us needing to deal with effectively over the next five years? *(Wang)*

1. Funding
 - a. Increase online course offerings
 - b. Solicit funds from alumni
 - c. Search out alternative revenue sources

2. Improve employee retention (increased continuity of knowledge)

3. Increase student diversity