Inspiring the Future

Strategic Planning Process

Web Survey Report

Executive Summary

July 2011

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Research Methodology – Web Survey

From June 7, 2011 to June 24, 2011, Eastern Washington University provided access to a web-based survey to support the *Inspiring the Future* strategic planning process. Desautel Hege Communications (DHC) developed discussion guide questions in collaboration with EWU, designed to gather feedback that will inform the strategic planning process. 846 students, staff, faculty, alumni, community and business members took part in this survey.

The following figure provides demographics of the participants:

<table>
<thead>
<tr>
<th>Group</th>
<th>Responses</th>
<th>Percent</th>
<th>Percent of Cases</th>
</tr>
</thead>
<tbody>
<tr>
<td>EWU student</td>
<td>264</td>
<td>31.20%</td>
<td>37.90%</td>
</tr>
<tr>
<td>EWU faculty</td>
<td>111</td>
<td>13.10%</td>
<td>15.90%</td>
</tr>
<tr>
<td>EWU administrator</td>
<td>51</td>
<td>6.00%</td>
<td>7.30%</td>
</tr>
<tr>
<td>EWU staff</td>
<td>195</td>
<td>23.00%</td>
<td>28.90%</td>
</tr>
<tr>
<td>EWU alumni</td>
<td>92</td>
<td>10.90%</td>
<td>13.20%</td>
</tr>
<tr>
<td>Business representative</td>
<td>35</td>
<td>4.10%</td>
<td>5.00%</td>
</tr>
<tr>
<td>Community member</td>
<td>98</td>
<td>11.60%</td>
<td>14.40%</td>
</tr>
<tr>
<td>Total</td>
<td>846</td>
<td>100.00%</td>
<td>121.40%</td>
</tr>
</tbody>
</table>

Note: total of 121.4% indicates some respondents belonged to more than 1 group.

**Web Survey Executive Summary**

Key themes emerged across all audiences that participated in the web survey. These include:

**Academic Programs**

Besides general comments about positive feelings about EWU’s academic programs, many comments pointed out the quality of individual departments on campus. Many survey responders also spoke to the benefit of having a wide variety of programs for students to choose from. As with most categories of response, there were also many negative comments about Eastern’s academic programs.

**Cost and Affordability**

A consistent theme throughout the survey surrounded the perception that an education at EWU was affordable and a good value. Listed as a primary strength, the low cost of tuition puts EWU ahead of its counterparts state-wide. There was concern expressed, though, about how the impact of continued negative economic conditions would ultimately affect EWU’s ability to continue to keep prices low.

**Quality and Reputation**

There was a contradiction in responses regarding the perception of quality tied with EWU. There was hope expressed that EWU will make progress towards developing its perception of quality in the future. Many comments suggested emphasizing the ‘quality’ aspect to our Mission statement.

There were concerns shared about the perceived quality of Eastern. Even though, most who have active involvement with the institution believe strongly in the quality of the institution, many do not believe the ‘outside’ world has the same belief.
There were some that felt that there was an issue of perception surrounding the fact that Eastern is an institution of access. Although there are many positive feelings that EWU provides opportunity for students who would not have had access to a college education (i.e. 1st generation, students with limited resources), this quality also leads to a perception that EWU does not have high enough standards for admission.

**Customer Service and Support**

Many survey respondents spoke to customer services and support. Responses were inconsistent in many respects, having negative comments contradict positive comments in most areas.

There were also many concerns shared about customer service and support, providing the institution an opportunity to focus on strengthening this area. Many concerns shared showed that communicating services so that students know where to find help may be an issue.

**Student Centered and Student Success**

There were many comments suggesting that Eastern holds Student Success as a value. In addition, keeping student at the center of all EWU does also stood out as a value of many respondents.

**University Environment**

Many responses spoke to the fact that Eastern’s small school/community feel added a significant benefit for them. The small school phenomenon also revolved around the small classes and personalized attention that students get in this environment. There was also an emphasis on the value of caring at EWU. Many responses spoke to the benefit of EWU’s locations in both Cheney and Riverpoint.

The survey respondents definitely shared that they value diversity at Eastern. There were comments stating that diversity should go beyond race or ethnicity to include cultural diversity, disability, spirituality/religion, LGBT community, international, and gender.

There were many positive comments about Athletics. Standing out was the focus on the positive effect the recent football National Championship had on placing EWU in a prominent position stature-wise. Using this to bolster Eastern’s visibility and presence was mentioned as an important factor.

There were also many comments about how the focus on the red turf and national championship led to a misperception that funding investments were taken away from other campus needs.