

Strengths

1. Affordable college costs/Value to Cost
2. Low student to faculty ratio
3. Beautiful campus environment
4. Faculty and Staff knowledge and friendliness
5. The strength of degree programs



Weaknesses

1. Unengaged Alumni
2. Understaffed in many areas and levels of the organization
3. Minimal action taken to target students who need improvement in study skills
4. Student engagement/Underdeveloped campus life
5. Insufficient campus activities to keep students engaged



Threats

1. Decrease in state funding
2. Insufficient community activities to keep students engaged
3. Limited GSC involvement in the community and the community with GSC
4. Increasing online education options
5. Pressures from governments and accreditors for cost reductions



Opportunities

1. Build the GSC brand through community engagement and program development focused on career preparation and success
2. Add additional online and baccalaureate programs
3. Increase enrollment from Lamar and adjoining counties
4. Bring experts on campus to give seminars, and make available to the community at little or no cost
5. Enhance campus cultural offerings to general public

GSC Alumni Questionnaire

All Strengths

Ranked Strengths	Count	Percentage
Affordable college costs/Value to Cost	79	26.0%
Low student to faculty ratio	44	14.5%
Beautiful campus environment	35	11.5%
Faculty and Staff Knowledge and Friendliness	22	7.2%
The Strength of Degree Programs	17	5.6%
Adult, Veteran, and Non-Traditional student opportunities	16	5.3%
South Metro Location	15	4.9%
Hightower Collaborative Learning Center & Library	13	4.3%
Diverse Student Population	12	3.9%
Alumni engagement in campus events and communications	11	3.6%
On-campus Student Employment Opportunities	9	3.0%
Scholarship Program	8	2.6%
Student Success Center/Always Alert Program	6	2.0%
Student advising by faculty and staff	6	2.0%
Active Foundation Support	5	1.6%
Honor Student Program and their participation in campus events	4	1.3%
Large percentage of faculty with terminal degrees	2	0.7%

Additional Comments

- Location
- Opportunities for lower class students
- Student Activities/Organizations
- Student housing - Dorms
- unaware of most capabilities

All Weaknesses

Ranked Weaknesses	Count	Percentage
Unengaged Alumni	29	13.5%
Understaffed in many areas and levels of the organization	20	9.3%
Minimal action taken to target students who need improvement in study skills	20	9.3%
Student engagement/Underdeveloped campus life	18	8.4%
Insufficient campus activities to keep students engaged	18	8.4%
Limited internal resources/funding	15	7.0%
Lack of available courses to complete degree	15	7.0%
High faculty workload	15	7.0%
Low/declining enrollment	13	6.0%
Lack of recruitment in adjoining counties	13	6.0%
Low faculty and staff retention	12	5.6%
Poor progression toward graduation/student retention rate	11	5.1%
Lack of availability in administrative support offices (i.e. financial aid, registrar, business office, etc.)	10	4.7%
Lack of diversity in faculty, staff, and/or administration	5	2.3%

Additional Comments

- 1977-79 not applicable to today
- Can't get my name right
- Degree choices are limited in the Bachelor programs
- Dependency on federal student loans/accessibility for low income students
- Gordon College has done an amazing job for me!!!!!! No complaints here!
- Grad program
- I don't know
- I've lived out of state for 43 years currently in TX and do not have enough data on which to base judgment on this topic
- Lacks sports programs
- Not familiar enough to make honest assessments.
- One of the strengths from my time on campus was how the school didn't try to be UGA. A smaller school ISS one of the reasons I excelled.
- Parking
- Providing job internships with good companies or resources for graduates after they graduate for jobs
- The grounds and area are not as well kept as they once were.
- Woke attitudes of many but not all staff members.
- Wokeness is on the rise

All Opportunities

Ranked Opportunities	Count	Percentage
Build the GSC brand through community engagement and program development focused on career preparation and success	42	15.9%
Add additional Online and Baccalaureate Programs	35	13.3%
Increase enrollment from Lamar and adjoining counties	33	12.5%
Bring experts on campus to give seminars, and make available to the community at little or no cost	28	10.6%
Enhance campus cultural offerings to general public	25	9.5%
Increase focus on grant opportunities that will enhance, educate, and support our students, faculty, and staff	25	9.5%
Make facilities available to host regional conferences	15	5.7%
Provide seminars by faculty experts and by students engaged in research (invite the community as well)	15	5.7%
Improve fundraising events to engage members of the campus community	13	4.9%
Improve internal/external image	13	4.9%
Utilize foundation resources for targeted recruiting of students in board members' counties of residence	11	4.2%
Connect to regional governments and civic groups on regional issues as a regional resource	9	3.4%
Build the GSC brand through community engagement and program development focused on career preparation and success	42	15.9%

Additional Comments

- Classes for seniors to continue using their brain. Virtual travel all over the world. Movie musicals. The works of Gene Kelly, Ginger Rogers, Fred Astaire, Mel Blanc, etc. Make them available in online through the OpenCourseWare program.,O2,O8
- Community enrichment classess
- Continue to do Great things!!!!
- embrace and promote traditional values
- Find a way to increase pay for faculty and staff.
- Fostering career networking and paid apprenticeship/internship opportunities for students
- Highlight former students who are thriving
- I'm not qualified to comment on this subject.
- Increase GSC visibility state-wide, not just in local counties/region.
- Limited
- Partnership with UGA Griffin Graduate Programs in Education
- unaware of current activities

All Threats

Ranked Threats	Count	Percentage
Decrease in state funding	62	26.7%
Insufficient community activities to keep students engaged	44	19.0%
Weak GSC involvement in the community and the community with GSC	42	18.1%
Increasing Online education options	36	15.5%
Pressures from governments and accreditors for cost reductions	24	10.3%
Pressures from governments and accreditors for progression increases	24	10.3%

Additional Comments

- A definite threat is to lower GSC academic standards to reach graduation requirements set by government auditors. IOW GRADUATE A BUNCH OF DUMB IDIOTS WHOSE DEGREES AREN'T WORTH THE PAPER THEY SRE WRITTEN ON.
- Competing with other colleges that offer more programs, located in small town with few local opportunities
- Do not let diversity be a priority over grades
- go woke, go broke
- Having a negative reputation regarding alumni ability to find work/career opportunities following graduation
- Transition to Technical Education Importance
- unaware of current activities

Strengths

1. Affordable college costs/Value to Cost
2. Beautiful campus environment
3. Proximity/Accessibility
4. Low student to faculty ratio
5. Faculty and Staff Knowledge and Friendliness



Weaknesses

1. Lack of recruitment in adjoining counties
2. Low/declining enrollment
3. Student engagement/Underdeveloped campus life
4. Poor progression toward graduation/student retention rate
5. Understaffed in areas and levels of the organization



Threats

1. Decrease in state funding
2. Insufficient community activities to keep students engaged
3. Limited GSC involvement in the community and the community with GSC
4. Pressures from governments and accreditors for cost reductions
5. Competing with other institutions who offer 4 year athletic programs



Opportunities

1. Increase enrollment from Lamar and adjoining counties
2. Enhance campus cultural offerings to general public
3. Make facilities available to host regional conferences
4. Add additional Online and Baccalaureate Programs
5. Build the GSC brand through community engagement and program development focused on career preparation and success

External Stakeholders Questionnaire

All Strengths

Ranked Strengths	Count	Percentage
Affordable college costs/Value to Cost	44	27.16%
Beautiful campus environment	36	22.22%
Proximity/Accessibility	34	20.99%
Low student to faculty ratio	10	6.17%
Faculty and Staff Knowledge and Friendliness	8	4.94%
The Strength of Degree Programs	8	4.94%
Active Foundation Support	7	4.32%
Diverse Faculty/Staff	3	1.85%
Hightower Collaborative Learning Center & Library	2	1.23%
Alumni engagement in campus events and communications	2	1.23%
Diverse Student Population	2	1.23%
Scholarship Programs	2	1.23%
Student Success Center/Low Grade Intervention	1	0.62%
Student advising by faculty and staff	1	0.62%
Honor Student Program and their participation in campus events	1	0.62%
Adult, Veteran, and Non-Traditional student academic and student activities	1	0.62%

Additional Comments

- Small college size/population

All Weaknesses

Ranked Weaknesses	Count	Percentage
Lack of recruitment in adjoining counties	23	20.18%
Low/declining enrollment	22	19.30%
Student engagement/Underdeveloped campus life	13	11.40%
Poor progression toward graduation/student retention rate	13	11.40%
Understaffed in areas and levels of the organization	12	10.53%
Insufficient campus activities to keep students engaged	11	9.65%
Lack of diversity in students, faculty, staff, and/or administration	5	4.39%
Minimal action taken to target students who need improvement in study skills	5	4.39%
Low faculty and staff retention	4	3.51%
Lack of availability in administrative support offices (i.e. financial aid, registrar, business office, etc.)	3	2.63%
High faculty and staff workload	3	2.63%

Additional Comments

- Quality of student and Law Enforcement presence
- Need more media and advertisement
- Communication with surrounding school systems

All Opportunities

Ranked Opportunities	Count	Percentage
Increase enrollment from surrounding 14 county service region	40	25.81%
Enhance campus cultural offerings to general public	21	13.55%
Make facilities available to host regional conferences	16	10.32%
Add additional Online and Baccalaureate Programs	14	9.03%
Build the GSC brand through community engagement and program development focused on career preparation and success	13	8.39%
Connect to regional governments and civic groups on regional issues as a regional resource	12	7.74%
Bring experts on campus to give seminars, and make available to the community at little or no cost	11	7.10%
Increase focus on grant opportunities that will enhance, educate, and support our students, faculty, and staff	10	6.45%
Enhance fundraising events to engage members of the campus community	8	5.16%
Improve internal/external image	6	3.87%
Provide professional development seminars by faculty experts and by students engaged in research for the community	4	2.58%

Additional Comments

None

All Threats

Ranked Threats	Count	Percentage
Decrease in state funding	33	23.74%
Insufficient community activities to keep students engaged	23	16.55%
Limited GSC involvement in the community and the community with GSC	20	14.39%
Pressures from governments and accreditors for cost reductions	19	13.67%
Competing with other institutions who offer 4 year athletic programs	14	10.07%
Competing Programs	13	9.35%
Increasing Online education options	11	7.91%
Pressures from governments and accreditors for progression increases	6	4.32%

Additional Comments

None

Strengths

1. Affordable college costs/Value to Cost
2. Faculty and Staff knowledge and friendliness
3. Beautiful campus environment
4. Low student to faculty ratio
5. South Metro Location



Weaknesses

1. Understaffed in many areas and levels of the organization
2. Perception of lower faculty and staff salaries compared to other institutions
3. High faculty workload
4. Low/declining enrollment
5. Low faculty and staff retention



Threats

1. Decrease in state funding
2. Pressures from governments and accreditors for cost reductions
3. Insufficient community activities to keep students engaged
4. Increasing online education options
5. Limited GSC involvement in the community and the community with GSC



1. Increase enrollment from Lamar and adjoining counties
2. Add additional online and baccalaureate programs
3. Build the GSC brand through community engagement and program development focused on career preparation and success
4. Improve internal/external image
5. Make facilities available to host regional conferences

Opportunities

GSC Faculty & Staff Questionnaire

All Strengths

Ranked Strengths	Count	Percentage
Affordable college costs/Value to Cost	94	29.7%
Faculty and Staff Knowledge and Friendliness	47	14.9%
Beautiful campus environment	46	14.6%
Low student to faculty ratio	43	13.6%
South Metro Location	15	4.7%
Student Success Center/Always Alert Program	14	4.4%
Large percentage of faculty with terminal degrees	14	4.4%
Diverse Student Population	10	3.2%
The Strength of Degree Programs	7	2.2%
Hightower Collaborative Learning Center & Library	6	1.9%
Adult, Veteran, and Non-Traditional student opportunities	6	1.9%
Student advising by faculty and staff	5	1.6%
Scholarship Program	3	0.9%
Active Foundation Support	2	0.6%
On-campus Student Employment Opportunities	2	0.6%
Honor Student Program and their participation in campus events	2	0.6%
Alumni engagement in campus events and communications	0	0.0%

Additional Comments

- Any strengths we had left a long time ago.
- I am having a hard time thinking of any strengths. This is what constantly talking down to and demoralizing faculty will do.
- large network of alumni unashamed to admit starting at GSC
- Ten years ago the USG wanted to remove the nursing and business programs. Building programs rather than removing them provides identity for the college and opportunities for students
- The campus buildings and grounds used to be much cleaner. Many people around town bragged on our campus appearance. Buildings and sidewalks need to be pressure washed desperately.
- We have far fewer strengths than weaknesses.

All Weaknesses

Ranked Weaknesses	Count	Percentage
Understaffed in many areas and levels of the organization	62	20.3%
Perception of lower faculty and staff salaries compared to other institutions	43	14.1%
High faculty workload	42	13.7%
Low/declining enrollment	26	8.5%
Low faculty and staff retention	24	7.8%
Limited internal resources/funding	22	7.2%
Communication within the organization	15	4.9%
Student engagement/Underdeveloped campus life	13	4.2%
Insufficient campus activities to keep students engaged	13	4.2%
Lack of recruitment in adjoining counties	11	3.6%
Poor progression toward graduation/student retention rate	8	2.6%
Lack of diversity in faculty, staff, and/or administration	8	2.6%
Lack of availability in administrative support offices (i.e. financial aid, registrar, business office, etc.)	6	2.0%
Departments not held accountable for their unit operations	6	2.0%
Minimal action taken to target students who need improvement in study skills	4	1.3%
Unengaged Alumni	3	1.0%

Additional Comments

- All of the above in this question is a weakness, but these are opportunities for improvement. Also, it has been my experience that many people here have fixed mindsets.
- Decreased usage of adjuncts to assist workload for full time faculty
- Departments to answer phone calls, not just send to voicemail
- Faculty treated as if they can't be trusted to do their jobs e.g., get syllabuses to students on time without administrative oversight and highly qualified candidates not being tenured and promoted as they should be
- GSC administration kills faculty motivation to do anything beyond the bare minimum job requirements. Also, denying promotion and tenure to faculty who have earned it is a slap in the face to all faculty and our administration should be embarrassed and ashamed for doing it.
- Inadequate focus on needs of commuter students online options & morning classes. Dorms are in disrepair and there is inadequate supervision to keep students from causing expensive damage broken doors, activated sprinkler systems, etc.
- It is less so the perception of the salaries rather the salaries themselves. It is not always possible to live off of the wages the staff make. Many are in this position for the educational opportunities and the chance to improve their future income opportunities. If facility workers are in need of a second job to supplement income

- It's about the students and their needs being put first. This is supposed to be their second home. They should want to be here, not wanting to transfer from here. Take care of your students, and the rest will take care of itself.
- Lack of bachelor degree programs in high demand fields and online offerings
- Lack of respect for liberal arts. Don't you dare think about doing away with the liberal arts programs.
- Our mission is hobbled by an outdated funding formula.
- Pay increases for long term adjunct faculty
- People who work at Gordon already work 60-70 hours a week and are doing 2-3 people's jobs.. Asking to do more is not do-able. Past unethical behavior toward staff and faculty has deeply affected morale. GSC's Inability to market existing programs well and rather, remove ones.
- Perception of low quality institution in region
- Some students are in college to learn.
- Staff are underpaid!!
- There are many on this list that need to be checked off - plus poor leadership at the department and school levels
- There is not enough accountability for faculty who teach online classes

All Opportunities

Ranked Opportunities	Count	Percentage
Increase enrollment from Lamar and adjoining counties	51	17.3%
Add additional Online and Baccalaureate Programs	41	13.9%
Build the GSC brand through community engagement and program development focused on career preparation and success	40	13.6%
Improve internal/external image	36	12.2%
Make facilities available to host regional conferences	25	8.5%
Enhance campus cultural offerings to general public	23	7.8%
Increase focus on grant opportunities that will enhance, educate, and support our students, faculty, and staff	22	7.5%
Connect to regional governments and civic groups on regional issues as a regional resource	14	4.7%
Bring experts on campus to give seminars, and make available to the community at little or no cost	13	4.4%
Utilize foundation resources for targeted recruiting of students in board members' counties of residence	10	3.4%
Begin assessing and accurately measuring the planning goals of GSC so that we may know if we have met the goals	8	2.7%
Improve fundraising events to engage members of the campus community	7	2.4%
Provide seminars by faculty experts and by students engaged in research (invite the community as well)	5	1.7%

Additional Comments

- how are they supposed to obtain a degree through their benefits. Instead of overtime compensation
- All of the above in this question.
- Commuter students saving money by living at home
- Consistent story/plan for success/graduation...and repeatedly show them how they can get plugged in.
- develop study abroad and virtual exchange
- Engage with and bring high school clubs and organizations on campus
- Improve student satisfaction with services and course offerings. Set a quick turn-around time goal for all student inquiries and requests. Use surveys to meet student course time needs.
- Increase communication with adjuncts to keep us actively involved
- Increase visibility and identity in the general public, near and far. Remove administrative abuses of beloved staff and faculty who work hard at GSC.
- invest in non-trad student recruitment
- need more in-person classes, less online
- Pay increase structure for adjunct faculty
- Re-brand the college Change the name

- Remove administrative abuses of those who work hard and are additionally beloved at GSC.

All Threats

Ranked Threats	Count	Percentage
Decrease in state funding	93	32.5%
Pressures from governments and accreditors for cost reductions	65	22.7%
Insufficient community activities to keep students engaged	37	12.9%
Increasing Online education options	34	11.9%
Weak GSC involvement in the community and the community with GSC	30	10.5%
Pressures from governments and accreditors for progression increases	27	9.4%

Additional Comments

- staff are given comp time that they are discouraged from using because of staffing issues/poor planning by supervisors.
- Enrollment cliff
- Lack of connection with community
- Low identity. Past tone deaf treatment of workers, both staff and faculty.
- Lowering of academic standards preparation in high schools
- Many faculty and staff have been let down in the past few years. We heard lots of promises and saw lots of actions that contradicted those promises. The citizens of Lamar and surrounding counties have heard about the struggles and disengaged. We have to repair relationships from the inside out. Jobs go unfilled because of low pay and because of the negative perception people have of Gordon. Happy people work harder and brag on their place of employment. It's been a long time since some of us have been able to say we were proud of where we work.
- Marketing and housing social media and outreach have created an inaccurate perception of an HBCU which may be causing some prospects to feel this is not the right school for them.
- Our incompetent and unqualified leadership.
- perception in community of Gordon as low quality option
- students not eligible for HOPE, housing cost
- The students that come in for the next several years will have gone through a good chunk of their public education during the recent pandemic. This will leave many students lacking in the skills that would be expected of students in the past. This will do little to help the dwindling retention rate, and it's thanks to high schools pushing students through that were simply not ready to receive their diplomas.
- The system not recognizing that an access institution has different challenges.
- We need to completely reimagine our institutional budget so that resources can get to places that directly affect student success.

Strengths

1. Affordable college costs/Value to Cost
2. Beautiful campus environment
3. Low student to faculty ratio
4. Faculty and Staff knowledge and friendliness
5. The strength of degree programs
6. Adult, Veteran, and Non-Traditional student opportunities



Weaknesses

1. Perception of lower faculty and staff salaries compared to other institutions
2. Understaffed in many areas and levels of the organization
3. Limited internal resources/funding
4. Low faculty and staff retention
5. Low/declining enrollment



Threats

1. Decrease in state funding
2. Pressures from governments and accreditors for cost reductions
3. Limited GSC involvement in the community and the community with GSC
4. Pressures from governments and accreditors for progression increases
5. Increasing Online education options



Opportunities

1. Increase enrollment from Lamar and adjoining counties
2. Build the GSC brand through community engagement and program development focused on career preparation and success
3. Improve internal/external image
4. Increase focus on grant opportunities that will enhance, educate, and support our students, faculty, and staff
5. Make facilities available to host regional conferences

GSC Retirees Questionnaire

All Strengths

Ranked Strengths	Count	Percentage
Affordable college costs/Value to Cost	11	26.8%
Beautiful campus environment	8	19.5%
Low student to faculty ratio	5	12.2%
Faculty and Staff Knowledge and Friendliness	4	9.8%
The Strength of Degree Programs	3	7.3%
Adult, Veteran, and Non-Traditional student opportunities	3	7.3%
Student Success Center/Always Alert Program	2	4.9%
Hightower Collaborative Learning Center & Library	2	4.9%
South Metro Location	1	2.4%
Large percentage of faculty with terminal degrees	1	2.4%
Scholarship Program	1	2.4%
Active Foundation Support	0	0.0%
Student advising by faculty and staff	0	0.0%
On-campus Student Employment Opportunities	0	0.0%
Alumni engagement in campus events and communications	0	0.0%
Honor Student Program and their participation in campus events	0	0.0%
Diverse Student Population	0	0.0%

Additional Comments

- Take pride in our work and campus.

All Weaknesses

Ranked Weaknesses	Count	Percentage
Perception of lower faculty and staff salaries compared to other institutions	6	15.8%
Understaffed in many areas and levels of the organization	6	15.8%
Limited internal resources/funding	5	13.2%
Low faculty and staff retention	5	13.2%
Low/declining enrollment	4	10.5%
Communication within the organization	3	7.9%
Poor progression toward graduation/student retention rate	2	5.3%
Lack of recruitment in adjoining counties	1	2.6%
Student engagement/Underdeveloped campus life	1	2.6%
Lack of availability in administrative support offices (i.e. financial aid, registrar, business office, etc.)	1	2.6%
Unengaged Alumni	1	2.6%
Minimal action taken to target students who need improvement in study skills	1	2.6%
Insufficient campus activities to keep students engaged	1	2.6%
Departments not held accountable for their unit operations	1	2.6%
Lack of diversity in faculty, staff, and/or administration	0	0.0%
High faculty workload	0	0.0%

Additional Comments

- Lowering academic standards to retain students and claiming that it is neither expected or that it occurs. Management techniques and dishonesty being touted as
- Morale on campus is very low.

All Opportunities

Ranked Opportunities	Count	Percentage
Increase enrollment from Lamar and adjoining counties	5	13.9%
Build the GSC brand through community engagement and program development focused on career preparation and success	5	13.9%
Improve internal/external image	5	13.9%
Increase focus on grant opportunities that will enhance, educate, and support our students, faculty, and staff	5	13.9%
Make facilities available to host regional conferences	3	8.3%
Add additional Online and Baccalaureate Programs	3	8.3%
Enhance campus cultural offerings to general public	2	5.6%
Utilize foundation resources for targeted recruiting of students in board members' counties of residence	2	5.6%
Connect to regional governments and civic groups on regional issues as a regional resource	2	5.6%
Begin assessing and accurately measuring the planning goals of GSC so that we may know if we have met the goals	2	5.6%
Bring experts on campus to give seminars, and make available to the community at little or no cost	2	5.6%
Improve fundraising events to engage members of the campus community	0	0.0%
Provide seminars by faculty experts and by students engaged in research (invite the community as well)	0	0.0%

Additional Comments

None

All Threats

Ranked Threats	Count	Percentage
Decrease in state funding	12	36.4%
Pressures from governments and accreditors for cost reductions	7	21.2%
Limited GSC involvement in the community and the community with GSC	6	18.2%
Pressures from governments and accreditors for progression increases	3	9.1%
Increasing Online education options	3	9.1%
Insufficient community activities to keep students engaged	2	6.1%

Additional Comments

- Facilities leadership positions top to bottom
- Ignoring opinions of the Faculty and Staff. Being dishonest with the Faculty and Staff.

Strengths

1. Affordable college costs/Value to Cost
2. Low student to faculty ratio
3. Faculty and Staff knowledge and friendliness
4. Beautiful campus environment
5. Hightower Collaborative Learning Center & Library

W

Weaknesses

1. Understaffed in many areas and levels of the organization
2. Limited internal resources/funding
3. Lack of diversity in faculty, staff, and/or administration
4. Communication within the organization
5. Lack of recruitment in adjoining counties

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Threats

1. Decrease in state funding
2. Limited GSC involvement in the community and the community with GSC
3. Insufficient community activities to keep students engaged
4. Pressures from governments for cost reductions
5. Increasing Online education options

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Opportunities

1. Bring experts on campus to give seminars, and make available to the community at little or no cost
2. Improve internal/external image
3. Make facilities available to host regional conferences
4. Provide seminars by faculty experts and by students engaged in research (invite the community as well)
5. Increase enrollment from Lamar and adjoining

GSC Students Questionnaire

All Strengths

Ranked Strengths	Count	Percentage
Affordable college costs/Value to Cost	95	28.4%
Low student to faculty ratio	41	12.2%
Faculty and Staff Knowledge and Friendliness	35	10.4%
Beautiful campus environment	34	10.1%
Hightower Collaborative Learning Center & Library	21	6.3%
South Metro Location	16	4.8%
Active Foundation financial support in areas such as scholarships/campus operations	14	4.2%
Student advising by faculty and staff	14	4.2%
On-campus Student Employment Opportunities	13	3.9%
Diverse Student Population	12	3.6%
Student Success Center/Early Low Grade Intervention	11	3.3%
The Strength of Degree Programs	10	3.0%
Adult, Veteran, and Non-Traditional Academic/Administrative support and activities	10	3.0%
Scholarship Program	5	1.5%
Percentage of faculty with terminal degrees	2	0.6%
Alumni engagement in campus events and communications	2	0.6%
Honor Student Program and their participation in campus events	0	0.0%

Additional Comments

- love the online availability
- ONLINE OPTIONS FOR WORKING STUDENTS LIKE MYSELF WHO WORK 40 PLUS HOURS A WEEK AND DECIDED TO GO BACK AT 51.
- Online Program
- Para to teacher program
- Proximity to where I live.

All Weaknesses

Ranked Weaknesses	Count	Percentage
Understaffed in many areas and levels of the organization	34	14.0%
Limited internal resources/funding	27	11.2%
Lack of diversity in faculty, staff, and/or administration	26	10.7%
Communication within the organization	19	7.9%
Lack of recruitment in adjoining counties	18	7.4%
Minimal action taken to target students who need improvement in study skills	17	7.0%
Unengaged Alumni	14	5.8%
Low/declining enrollment	13	5.4%
Student engagement/Underdeveloped campus life	12	5.0%
Perception of lower faculty and staff salaries compared to other institutions	11	4.5%
Poor progression toward graduation/student retention rate	11	4.5%
Low faculty and staff retention	11	4.5%
High faculty workload	10	4.1%
Insufficient campus activities to keep students engaged	10	4.1%
Lack of availability in administrative support offices (i.e. financial aid, registrar, business office, etc.)	8	3.3%
Departments not held accountable for their unit operations	1	0.4%

Additional Comments

- Advising to students
- Amount of violence associated with Gordon within the past years. As well as the lack of activities that would include other non traditional students. The lack of classes offered for those that cannot complete normal course timeframes.
- Cannot access advisors
- certain professors need to be held accountable
- Certain required classes not available online
- Dorm room keep up. When my roommate and i moved in there was mold on the walls. The mold had been covered by the furniture so we didn't see it for about 2-3 weeks.
- Faculty who sometimes don't respond to emails..
- Higher expectations of students will make the degrees earned more valued.
- Lack of programs
- Lack of support and flexibility for Adult-online learners
- Lack of technical and higher mathematic classes offered
- more majors available
- need more parking!
- No designated parking for nursing students
- No higher level foreign degree programs
- Not enough leeway or older students with 1 or more jobs and full household to take care of and a full time student at the same time.

- Not enough student parking closer to the main class buildings
- Not making sure teachers are well versed in the online D2L BEFORE classes start.
- Not many alternative language classes besides Spanish only one slot for French and no sign language opportunities that I'm aware of
- Not many degree programs available
- offers courses and then may cancel them
- Online Programs can be somewhat unorganized and feel thrown together vs. being a well thought out course. I have had quite a few in which it feels the professor is not engaged.
- Parking in proximity to buildings
- Parking lots are always full or too far away staff parking has many spots but is never full
- Professor engagement is mediocre at best.
- Smith Hall is literally falling apart and needs to be renovated.
- Some students are not there to learn.
- taking the ability of our advisors to actually advise us
- The science department needs better instructors
- This is my first semester I have a no issues or see any at the moment.

All Opportunities

Ranked Opportunities	Count	Percentage
Bring experts on campus to give seminars, and make available to the community at little or no cost	53	19.1%
Improve internal/external image	44	15.8%
Make facilities available to host regional conferences	37	13.3%
Provide seminars by faculty experts and by students engaged in research (invite the community as well)	29	10.4%
Increase enrollment from Lamar and adjoining counties	25	9.0%
Add additional Online and Baccalaureate Programs	21	7.6%
Build the GSC brand through community engagement and program development focused on career preparation and success	19	6.8%
Enhance campus cultural offerings to general public	14	5.0%
Improve fundraising events to engage members of the campus community	11	4.0%
Connect to regional governments and civic groups on regional issues as a regional resource	10	3.6%
Utilize foundation resources for targeted recruiting of students in board members' counties of residence	8	2.9%
Begin assessing and accurately measuring the planning goals of GSC so that we may know if we have met the goals	7	2.5%
Increase focus on grant opportunities that will enhance, educate, and support our students, faculty, and staff	0	0.0%

Additional Comments

- Consider shortening faculty workload while still bringing in funds by holding
- offer more classes for degrees
- Take time to engage with Ecore to understand how to craft and leverage online tools and engagement.

All Threats

Ranked Threats	Count	Percentage
Decrease in state funding	53	22.9%
Limited GSC involvement in the community and the community with GSC	40	17.3%
Insufficient community activities to keep students engaged	38	16.5%
Pressures from governments for cost reductions	37	16.0%
Increasing Online education options	36	15.6%
Pressures from governments and accreditors for progression increases	27	11.7%

Additional Comments

- A lot of colleges offer a lot more than Gordon. I chose Gordon for the small class size, price, and the distance from my house. I was extremely close to picking a bigger college due to the opportunity available there. I really think that the science department needs a revamp. There aren't many opportunities for people in my major biology or if there are, it's not as well advertised. I would really really love to see more creative clubs as well like an art club or music club or something like that. We have a lot of fine arts majors and science majors that are truly feeling left out and unheard.
- Allow students with criminal records on campus.
- Dangerous campus
- Lack of 4 year - Degree Programs
- lack of academic options will lead students to transfer