



The Environmental Scan: A Question Checklist

Internally....

Strengths

- ✓ What do we already do well?
- ✓ Do we have benchmark data? Are we continuing to improve?
- ✓ What is distinctive about UW-Eau Claire?

Weaknesses

- ✓ What is not working?
- ✓ In what areas do we lag our peers or aspirations? What data supports this?
- ✓ What are the internal barriers that limit our success?
- ✓ What could we eliminate or reduce without jeopardizing our mission?

Opportunities

- ✓ What resources/assets could be available or used?
- ✓ Is there data to support potential success?
- ✓ How can we be more effective or more efficient?
- ✓ Why is this idea compelling or distinctive?

Threats

- ✓ Is there a cost to this idea?
- ✓ What are the political or cultural ramifications of this idea?
- ✓ Is there resistance or leadership support for this idea—and how much?

Externally....

- ✓ Who are the national leaders? Who is our competition?
- ✓ What is best practice? Key benchmarks?
- ✓ What are the costs/benefits to regional or national leadership?
- ✓ How big is the gap between what we already do and our aspirations?
- ✓ What are our peers *not* doing that we are? What could we give up or decrease?
- ✓ What is no one else doing—regionally or nationally?
- ✓ What are the national or state trends that will influence our students and university in the next decade:
 - Demographic
 - Geographic
 - Cultural
 - Economic
 - Financial
 - Legislative