

Cal Poly Pomona
Student Affairs Strategic Plan Committee

Environmental Scanning Analysis Results

Social - Technology - Economic – Environment - Political (STEEP)

Social Trends

1. Who they are, who they want to be, can't communicate at job interviews
2. How you interact
3. Getting to know other people's identities
4. Communication
 - a. Interaction, Social media, instant needs
5. Challenges on personal skills – how to communicate? Don't know how
6. Belonging/Acceptance - Likes
 - a. Social anxiety, social media, keeping up, want to make friends (don't know how)
7. Their normal is changing – gun violence, shootings – advocacy/free speech uses

Technology

1. New ways of learning – online, 3D printing
2. Social relationships or lack thereof – texting, social media, computers
3. Too much time spent on phones, cutting into study time, sleep, etc.
4. Cyber-bullying sometimes leading to suicide or harming others
5. Personal mobility - scooters
6. Social networking – Encourage?
 - a. Allow organic interest grouping
Allow no involvement- ex. Students with Asperger's syndrome
7. Social media do main form & communication, mental health
8. Gaming addiction, 70-80% of college age students play video games or are into gaming culture
9. How they get information – Facebook seems outdated for students (seem to be chasing them on social media)
10. Cell phones – student's extra limb
11. Quicker & greater access to information – e.g. students expect results quicker & quicker
12. Dependency on computers to look things up instead of grabbing a book
13. Center for Generational kinetics – information about tech & how it affects millennials & Gen 2
14. Net Neutrality Laws – internet speed, what level?
15. Online learning – small to large classes
 - a. Skype - teaching, tutoring, group work
 - b. Massive online classes
 - c. uncoupling of class start times/semesters, etc
16. communication across generations
17. Growth of gaming culture
 - a. Ex: @ UCI they have created e-sports league to incorporate gaming into socializing
18. Predictive analytics

Economy

1. Healthcare reform and access to affordable health insurance, limited funding for mental health services,
2. Housing and food insecurity – access to affordable housing & related funded sources
 - a. Ex. Underweight, students living in cars
3. Funding for DACA & access to employment for DACA students
4. Eating out by millennials: access to healthy food choices on campus
5. On-campus Health Services is the only clinic some students have available/no insurance
 - a. Income based pricing structure, free testing
6. Immigration reform & impact to access for International Students & the funding that brings to CSU
7. Remember who we are serving: Low income families, URM
8. Serving students on their hours
9. State/County minimum wage
10. City of Pomona Economy & walk ability to services
11. Grant based, federal founding resources
12. Awarding of financial aid to students
13. CA state funding to Higher Ed (CSU)
14. Interdepartmental Chargebacks
15. College student debt

Environment

1. Accessible within environment on campus
2. Green space for social interactions (functional) gathering space
3. Covered parking – solar panels/tech
4. More shaded areas (too hot in summer), they seem to cut down trees lately
5. Parking on campus crazy! Better flow in the campus
6. Safe walking areas – more light @ night
7. Green space for social interactions (functional) gathering space
8. Less trees, less rain
9. Horses to roam – symbol of CPP

Politics

1. Student Health Insurance (lack of)
2. Lack of ambulance service on-campus
3. Medical transportation for students on campus
4. Change in funding for DACA by Trump
5. Reducing funding for CSU campuses by governor
6. Proposed reducing funding for planned parenthood by federal government
7. Free Speech – how to approach
8. Gun Control
9. Title 9