



**Environmental Scan**

**MAY 2018**

**S**OCIAL

**Definition:** Social factors include cultural aspects, population growth rate, age distribution, career attitudes and emphasis on safety.

1. Preparedness & Personal Responsibility of incoming students
2. Emergency Preparedness & Campus Safety in light of national/state/local incidents to include Title IX
3. Financial literacy & responsibility
4. Local Education Initiatives (such as grants, community projects and fundraising)
5. Evolution of Social Media/Communication
6. Growth in equity targets to include veterans, foster-care, international, and first generation students
7. Teen pregnancy and homelessness

**E**CONOMIC

**Definition:** Economic factors include economic growth, interest rates, exchange rates and inflation rates.

1. Resource challenges (i.e. funding, childcare, transportation, faculty, and staffing ratios, work study students)
2. Property taxes/values stabilization
3. Reduction in revenue yet the requirement is to serve more students
4. Market and industry demands to re-tool and re-skill students
5. Students lack disposable income to spend on education
6. Impact of Eastside Promise Zone, Downtown Revitalization and general growth of economy
7. Student default rate/student loan debt

**T**ECHNOLOGICAL

**Definition:** Technological factors include aspects such as automation, technology incentives and the rate of technological change.

1. Ensure information system-level security
2. Stay abreast on technology trends and standards
3. Training and maintenance of systems
4. Assess technology for accessibility, availability, and reliability (i.e. multisystem integration)
5. Integrated system inefficiencies and issues supporting employees and students
6. Continue to improve and integrate late- breaking technologies to advance student marketability
7. Increasing demand for online courses

**R**EGULATORY

**Definition:** Regulatory factors include acts of associated regulations, international and national standards, local government by-laws, and mechanisms to monitor and ensure compliance; addressing basically to what degree the government intervenes in the economy.

1. Developmental education basic skills requirements
2. Federal Funds
3. Unfunded mandates. (Dual Credit and Early College High School)
4. State Funds: funding by success points for student completion
5. Maintain compliance with regulatory and accrediting agencies, local, state, and federal regulatory actions (i.e. SACS-COC and THECB - effects new program creation if not reaffirmed or accredited; Department of Education, Title III, Title V and Title IX)
6. Student Individual Success Plan, SMART Goals, and career guidance
7. Consolidation and systemization- impacting loss of employees, faculty and staff ratios, retirement; faculty contact hour requirements vs. workload units