

# Elizabethtown College

## Environmental Scanning Framework

November 9, 2020

Enrollment x Design, LLC

# Classification & Sectors

Classification	Category
Basic:	Baccalaureate Colleges: Arts & Sciences Focus
Undergraduate Instructional Program:	Balanced arts & sciences/professions, some graduate coexistence
Graduate Instructional Program:	Postbaccalaureate: Single program-Other
Enrollment Profile:	Very high undergraduate
Undergraduate Profile:	Four-year, full-time, more selective, lower transfer-in
Size and Setting:	Four-year, small, highly residential, rural

# Key External Factors

<b>Social</b>	Changes in norms, behavioral patterns, attitudes, education access, education levels, health and wellness conditions, and demographics (local, regional, national)
<b>Politics and public policy</b>	Changes in governmental regulation, federal financial aid policies, and public attitudes toward institutions of higher education
<b>Competition/Awareness</b>	Describe the local/regional competition, brand awareness, and profile.
<b>Economic</b>	Local, regional, national and international that influences higher education
<b>Labor market</b>	The demand in relevant fields and the associated skills desired by employers
<b>Academic interests and demand</b>	Popular fields and the employment interests of prospective students and their families
<b>Technology</b>	The increasingly rapid changes that bear on nearly every aspect of higher education
<b>Research</b>	Changes in interests and funding from governmental, private and foundation sources
<b>Philanthropy</b>	Changes in available funding and in the attitudes, interests, and approaches of donors
<b>Ecological</b>	Changes in the physical and/or biological environment that may have a significant impact on college operations
<b>Sector</b>	What are the current and projected issues related to evolving missions of liberal arts universities as they offer more professional and graduate offerings, enhance capacity as regional economic development drivers, embrace outsourcing, shared services, and automation, address technology, big data and artificial intelligence competency requirements in the workforce, etc.?



# Key Internal Factors

- Enrollment fluctuations and trends
- Budgetary considerations and Financial Health
- Fundraising history and capacity to fundraise
- Academic or program planning (planned or underway)
- Community (town/gown relationships)
- Administrative or programmatic capacity
- Inhibitors to academic program planning/offerings
- Competitor advantages/changes
- Relationships/capacity to support regional economic drivers/industry
- Internal technology capacity
- Internal teaching/learning capacity
- Capital planning budget, facilities/capital staffing capacity, and deferred maintenance
- Sustainability and resiliency efforts

# Approach to Obtaining

- Ideation Sessions will provide feedback on these topics directly
- Integrated Post-secondary Data System review (Enrollment x Design)
- Elizabethtown recent reviews/studies
- Regional economic development sources
- National higher education sources
- Audit(s)
- Request for Input from Strategic Planning Committee Members
- Survey (Enrollment x Design will provide template for use)