1. MARKETING

STRENGTHS
- Existing website
- Marketing campaign (TechTalk)
- Computer Science
- Announcements (campus wide announcements)
- Announcements (enhanced email campaigns)
- Existing with video (communication)
- Online researchgrant.
- Communication with the resources.
- Press releases
- Major accomplishments

OPPORTUNITIES
- Expanding campus wide collaborations
- McNa Hill alumni network
- Social media
- Speaking engagements with organizational reps
- National McNa Hill website
- Sharing with academic stakeholders

WEAKNESSES
- Lack of visibility
- Need for additional advertising
- Misrepresenting the program (knowledge, skill, degree, experience)
- Security
- Confidentiality (FERPA)

THREATS
- Overcapacity
- Undercapacity
- Unpredictable
- Inconsistent messaging across media

2. MCNAIR PIPELINE

STRENGTHS
- Faculty advisors
- Program benefits
- Faculty involved
- Faculty involvement
- Faculty mentoring
- Faculty support for specific courses
- Faculty mentoring
- Program breadth
- Partnerships seen as trendy
- Competition, instead of addressing
- Schedule
- Family obligations & expectations
- Economic practicality
- How to justify?

WEAKNESSES
- Need to early identify when students are unclear of long-term goals
- Limited funding
- Engagement of male students
- Unfairness (equality)
- Assumptions about what a PhD is for

OPPORTUNITIES
- Other programs to partner with for transfer, articulation, bridge programs
- LSAMP, Undergrad Research partnerships
- Pre-college organizations & partnerships
- Community College partnerships, TRIO-SSS
- Research symposiums on campus
- Senior administration
Potential Actions:

- Starting a FirstGen club on campus
- Building connections w/ groups that already exist - help sponsor events,不是很流利
- Research Seminars
- Class visits/workshops feat. McNair Scholars - both on-campus & at transfer institutions
- McNair Ambassadors who have to do X # of presentations for X # of groups (communities)
- McNair Scholars have to make at least one referral -7 incentivize, make the employer referred programs?
- Revisit grant & recruitment ideas here.
- Partnerships w/ TRIO programs
  - Upgrade Bond, SSS
  - Relationships w/ advisors to 4 referrals
  - Faculty & advisor nomination form
  - Improving marketing materials, esp. online & social media.
  - Include info to demystify PhD
  - Alumni & faculty panels
  - Partnerships w/ career center

3. Continued Page 2

3. Continued page 3
### 4. ALUMNI NETWORK

<table>
<thead>
<tr>
<th>Strengths</th>
<th>Weaknesses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Data collection at the end of senior year to track students (Exit Interview)</td>
<td>Non-responsive/Poor response from alumni</td>
</tr>
<tr>
<td>Social media</td>
<td>No updated alumni info for alumni</td>
</tr>
<tr>
<td>Word of mouth</td>
<td>Alumni Network</td>
</tr>
<tr>
<td>APR data</td>
<td></td>
</tr>
<tr>
<td>Testing students</td>
<td></td>
</tr>
</tbody>
</table>

**Opportunities**
- Reaching out to alumni twice a year to collect updated info
- Reaching out to alumni and faculty
- Fundraising of Alumni
- Highlighting alumni stories to the institution and fellow alumni programs
- Creating an online forum/newsletter
- Getting the alumni network to support mentorship of students
- Alumni Association (event)
- Recognize alumni

**Threats**
- Privacy
- Some scholars not wanting to be tracked
- Staff turnover
- Understaffed

### 5. COMPETITIVE SCHOLARSHIP AND FELLOWSHIP PIPELINE

**Strength (Program)**
- Faculty mentors
- Motivated students
- Mentor potential/competitive
- Research experiences
- Math/Stats expertise and support and network
- Funding by Inited conferences
- Selected McNair student success plan
- Peer-mentoring and advising

**Weakness (Program)**
- May not have access to/availability of institutional support, non-competitive funding
- Lack of academic preparation
- Student overwhelm“full plate”
- Lack of familiarity and knowledge about opportunities
- Fewer
debt of missed opportunities (lack of confidence)
- Adding Math program not the priority

**Opportunity (Institution and beyond)**
- MPIE recruitment and networking
- NOS and Geographics - discipline specific
- HSRE focus on student from under backgrounds - scholarship access and resources
- More use and training of McNair program recognition
- Institution writing center

**Threat (Institution and beyond)**
- May not have scholarship/financial aid at institution - academic admission
- Structural privilege/not level playing field - every student/funding limited
- May not be as valued as equity LEIs, receive no support for success even if invited
- Frequency not expected to directly/projected
7. WELLNESS

8a. FACULTY MENTORS ACCOUNTABILITY
8b. FACULTY MENTORS

Faculty Mentors

- Faculty choose to be mentors
- Mentors must do service to be promoted/tenured
- Give letter of recommendation for tenure

8. ADDRESSING DIVERSITY

9. ADDRESSING DIVERSITY

Strengths
- Nurturing Wholes
- Hub for diversity
- Action of color
- Students outside of color
- Students are pathways
- Have safe spaces
- Ability to recognize for Alice

Opportunities
- Hiring for social justice
- Connecting students to social justice

Weaknesses
- Visibility of staff and faculty of color
- Silence
- Representing color
- Overboding our students to represent their race
- Racially predominate white towns

Threats
- Indifference
- Toxic climate globally
- Embedded racism
- Hate toward black women
- Lack of clarity around goals
- Small cultural lens
- Lack of training
- Show many sides of people of color
- Training scholars, self-advocacy, and self-care
10. MALE MENTORS

- Strengths
  - Large Male Population
  - Black Male Initiative on Campus
  - Hispanic/Multicultural Initiative
  - Mandatory Mentor Orientation

- Weaknesses
  - No Male Initiatives on Campus
  - Male are Not Seen Through the Eyes of Athletics
  - Potential to Complete the Program
  - Lack of Central Location on Campus (Visibility)
  - Lack of Student Retention
  - Few Mentors Who Look Like the Students
  - Potential Mentors Lack an Understanding of the McNair Program

- Opportunities
  - Increase Marketing of the Program
  - Form More Campus/Community Partnerships
  - Create More Peer Mentors
  - Create a More Strategic Mentor Match

- Threats (Outside Factors)
  - Time Management (Personal Perceptions)
  - Family Dynamics/Obligations
  - Required Commitments
  - Lack of Understanding of McNair Program
  - Potential Mentors, especially those who look like the students, are pulled in a multitude of directions

11. ALUMNI

1. STRENGTHS
   - Ease Critical Transition
   - Navigational tools
   - Sense of Belonging
   - Funding Opportunities

2. WEAKNESSES
   - Leave it to individual study
   - No strategic plan
   - Resources vary
   - No national McNair Directory - Shared

3. OPPORTUNITIES
   - McNair Fellowships
   - Employment
   - Support Network
   - Give back, pay it forward
   - Volunteer opportunities

4. THREATS
   - FERPA, Privacy, Info
12. NATIONAL MCNAIR ALLIANCE

13. FIRST GEN ID
<table>
<thead>
<tr>
<th>OPPORTUNITIES</th>
</tr>
</thead>
<tbody>
<tr>
<td>* Acknowledgement of 1st year at institutional</td>
</tr>
<tr>
<td>* Close ties to supportive faculty (building)</td>
</tr>
<tr>
<td>* Small institution</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>THREATS</th>
</tr>
</thead>
<tbody>
<tr>
<td>* Inability to send mass communication</td>
</tr>
<tr>
<td>* Institutional priority conflict</td>
</tr>
<tr>
<td>* Size of institution (large)</td>
</tr>
</tbody>
</table>

13. continued

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