

PC SCOT Analysis

Strengths:

- What advantages does the program office have?
 - o The PC offers exceptional contextual experience comparable to professional work.
 - o Uniquely structured to interface with almost every AS program or club,
 - o Congenial and fun working environment despite high stress jobs,
 - o Opportunity to interact with a highly diverse student community.

- Are there structural benefits?
 - o Full time staffing provides continuity year-to-year,
 - o Centralized AS facility offers AS easy access.
 - o Centralized nature provides oversight for compliance with AS and Western policies, and state and federal law.
 - o Grouping of similarly charged personnel provides comprehensive and intelligent promotions through brainstorming and idea sharing,
 - o Respect from other professionally managed campus entities due to consistent quality and academic relevance,
 - o In-house technical support through VU IT for computer issues.

- What resources (people, money, facilities, equipment, etc) are available?
 - o Budgeted staff and work study positions,
 - o Academic internships and ISPs
 - o Production equipment including printers, digital illustration tablets, laminator, fax, stapler checkout, studio lighting, backdrop, and camera
 - o Adequate computers equipped with appropriate hardware and software

- What is a unique aspect of the organization?
 - o We work with virtually all AS programs, and many clubs,
 - o Our busiest times are often when the rest of campus is on break.

- What do others view as our strength?
 - o High quality, smart graphic design
 - o Inexpensive large format printing
 - o Inviting work environment
 - o Tightly knit team
 - o Branded work that's easy to recognize as PC design,
 - o Nice people

Challenges:

- What don't we do well?

- o Turn projects around as fast as what our clients wish we could
- o While we emphasize recycling, we still recycle a lot of paper in the form of used banners and posters.
- What could be improved?
 - o Increased staffing and increased space to allow for greater throughput and reduced turnaround time,
 - o A reduction on the load of the PC through less AS programming,
 - o Magic skylights that reach the 4th floor.
 - o Communication with AS Comm and Marketing to improve overall AS public relations and calendar info,
 - o Change from PCs to Macs to better support designers.
- Where did we fail in the past?
 - o In 23 years we've learned a lot. We've always been challenged by producing quality work in a short timeline. While our standard 3-weeks is very short commercially, our student audience expects things immediately.
- What should you avoid?
 - o Work for WWU departments other than AS and VU.
 - o Copyright issues.
 - o Producing design that may be inappropriate, negatively affect our relationship with upper administration, or that endangers our relationship with the community.
- What do others see as our weaknesses?
 - o Turnaround time.
 - o The PC as a barrier to paying whoever an organization wants for graphic design.

Opportunities:

- What are good opportunities?
 - o Expanded digital signage screens,
 - o Increased motion graphics for digital signage and web.
 - o Decreased printing
 - o Increased use of graphics produced by the PC in AS social media and web.
 - o This process.
- What trends have a positive impact?
 - o Move toward more screen and less paper
 - o Greater understanding of branding initiatives and marketing by general population.
- What could we be doing that we are not?

- o Much self-promotion. Our queue is almost constantly full, so while we'd enjoy seeing more business for the AS, we really can't handle more with current staffing.
- o Working with the AS to address the huge amount of throwaway swag we order every year.
- o Strongly integrating our news, events and representation in our web presence. (Not our responsibility, but we'd sure like to help out).

Threats:

- What changes in the (University/Student Body/AS organization) may negatively impact the program office?
 - o Programming exceeding PC capacity.
 - o Allowing AS offices the ability to design their own work as a standard,
 - o University imposing branding requirements on AS.
 - o Addition of AS programs/services that may need PC service,
 - o University purchasing process tightening.
- What resources are missing or will become less useful?
 - o We could use a good digital SLR camera for the PC side of the house, particularly as we move toward motion graphics,
 - o More digital signage screens.
 - o Stapler checkout and use of duct tape has disappeared as a demand.
- What future trends are dangerous for the program office?
 - o Highly desirable jobs lead to mostly seniors getting them, which leads to yearly staff turnover.
- What is the competition doing? Who is the competition?
 - o DIY - Everybody loves Photoshop (but few understand the intricacies necessary to get a good print out of it),
 - o Huge national online retailers: standardized mediocre product for cheap,
 - o Local screen printers who print posters - Very expensive, but cool. We are not equipped for this.
- Are there enough resources for the future?
 - o Yes, at current workload, but we are unable to expand without additional computers, space, and staff.
- Could anything seriously threaten our program office?
 - o Administrative change to alter or eliminate the PC.

