



The University of Delaware: **An analysis of the campus environment** **and its impact on student development**

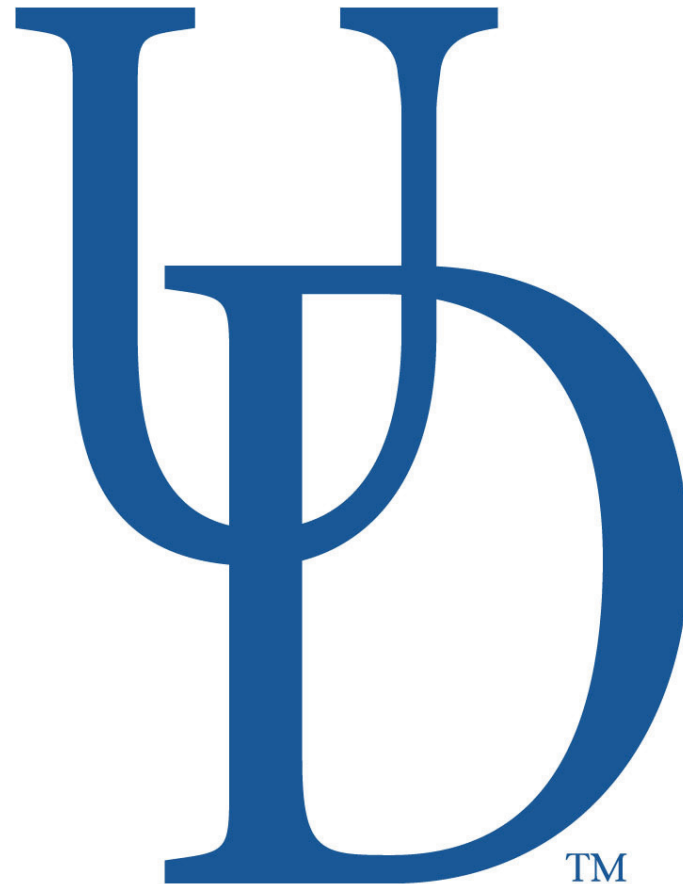
Prepared for:
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Agenda:

Flow of the presentation

- Background
- SWOT Analysis
 - Internal Factors
 - Strengths
 - Weaknesses
 - External Factors
 - Opportunities
 - Threats
- Proposed Solutions





University of Delaware: Historical background and highlights



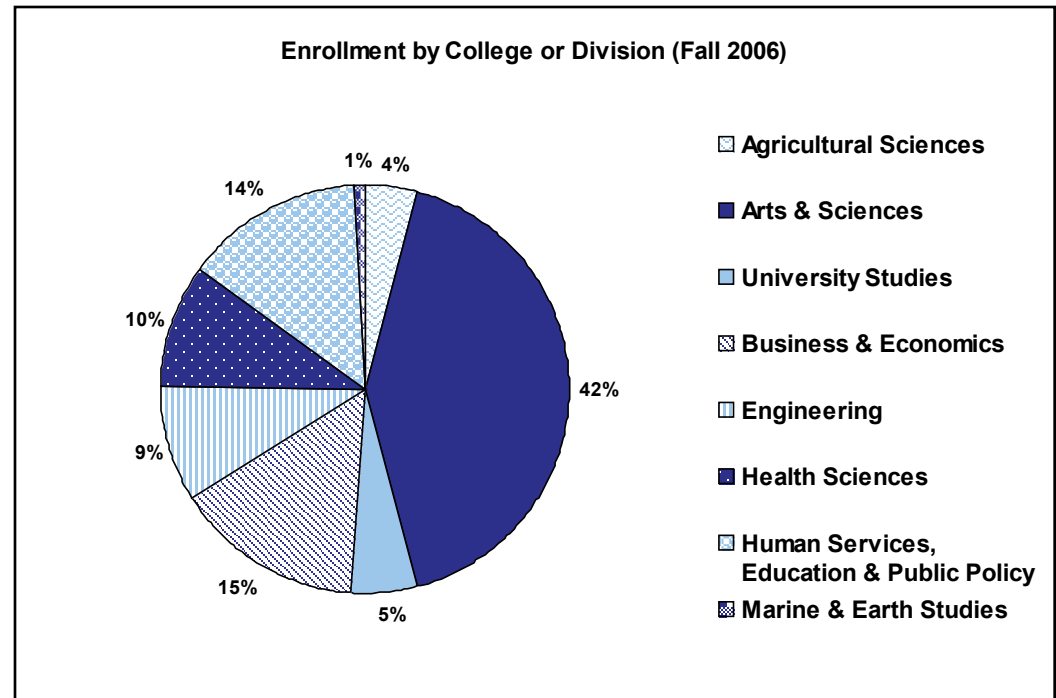
- **November 24, 1743: Founded as “Free School”**
- **May 8, 1834: Newark College**
- **September 14, 1870: Delaware’s Land Grant College**
- **July 2, 1872: First attempt at coeducation**
- **September 15, 1914: Women’s College**
- **March 28, 1921: University of Delaware**
- **July 1, 1945: True coeducation established**
- **August 14, 1950: Racial desegregation**
- **May 18, 1976: Sea Grant College**
- **February 1, 1991: Space Grant College**
- **May 1, 1995: Urban Grant College**



University of Delaware: Historical background and highlights

2006-2007 Statistics

- **Enrollment:** 20,380
- **Number of Programs:** 247
- **Campuses in Delaware:** 5
- **Undergraduate Tuition**
 - **In-State:** \$7,740
 - **Out-of-State:** \$18,450
- **Graduate Tuition:** varies
- **Number of Employees:** 3,770
 - **Number of Faculty:** 1,117
- **Operating Budget:** \$617.2 million
- **Endowment:** \$1.2 billion (FY06)





Strengths:

Internal assets and achievements

- Good First Impressions
- Green Space
- Student Centers
- Unified Architecture
- Good Signage
- Campus Maps
- Accessible Buildings
- Classrooms
 - Wide Range of Styles
 - Technology





Strengths:

Internal assets and achievements

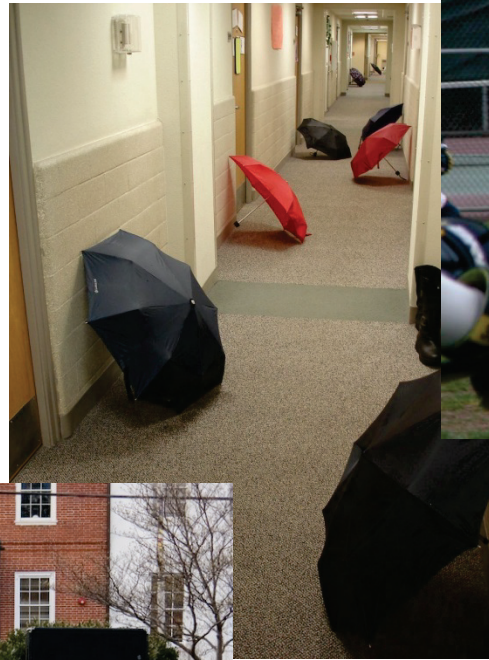


- Research
- Enrichment Programs
 - Honors Program
 - Center for International Studies
- Development Services
 - Career Services Center
 - The Writing Center



Strengths: Internal assets and achievements

- “Just UDo It!”
- Student Organizations
- Art
- Athletics
- Residence Life





Weaknesses:

Internal perceived or prospective failures

Diversity

Enrollment by Ethnicity

	2002		2003		2004		2005		2006	
	n	%	n	%	n	%	n	%	n	%
White	17554	82%	17212	81%	17212	81%	16851	80%	16114	79%
African American	1208	6%	1221	6%	1239	6%	1243	6%	1135	6%
Hispanic	546	3%	603	3%	692	3%	770	4%	788	4%
Asian	636	3%	676	3%	704	3%	750	4%	787	4%
Native American	53	<1%	58	<1%	61	<1%	63	<1%	68	<1%
Non-Resident Alien	1028	5%	1050	5%	1036	5%	993	5%	959	5%
Other	267	1%	301	1%	294	1%	312	1%	529	3%
Total	21289	100%	21121	100%	21238	100%	20982	100%	20380	100%

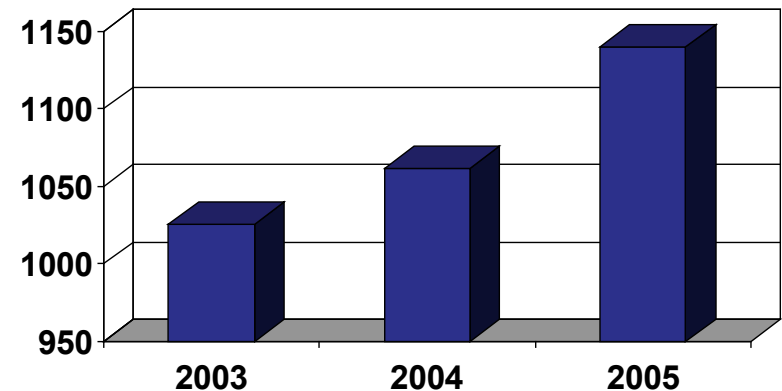


Weaknesses:

Internal perceived or prospective failures

- Physical Spread of Campus
- Placement of Administrative Buildings and Student Services
- Lack of Seating in Public Gathering Places
- Crime
 - Liquor
 - Robbery
 - Arson
 - Illegal Weapons Possession
- Poor Website Design
- Involvement of High-level Administrators
- Red Tape

Number of Liquor Related Violations: 2003 to 2005





Opportunities: External potential for growth

- **National call for accountability**
 - **Commission on the Future of Higher Education**
 - **International Center for Student Success and Institutional Accountability**
- **National Campus Indicators and Surveys**
 - **LGBT-Friendly Campus Climate Index**
 - **National Survey of Student Engagement**
- **Focus of students on acquiring marketable skills**
- **The Rodel Foundation of Delaware's Vision 2015**
- **Partnerships with corporations**
- **Partnership with state government on health initiatives**
 - **Healthy Delaware Day**



Threats:

External restriction

- **State Threats**
 - Funding
- **National Threats**
 - Affirmative Action
 - Campus Security
 - In Loco Parentis
- **Local Threats**
 - Economy





Action Plan: Internal changes that could help

- Adding seating to public areas
- Streamlining administrative processes
- Simplifying administrative structure to consolidate functions
- Creating more opportunities for student and administrator interaction
- Creating a better web presence

The screenshot displays the University of Delaware website interface. At the top, the navigation menu includes: Academics, Apply, Community, DelaWorld, Finance, Forms, UwireD, and Visit. A secondary menu features icons for Blogs, Events, FAQs, Instant Chat, Major Finder, Message Boards, Search, and Video Podcasts. The main content area is divided into several sections:

- Distinguished Scholars:** A text block stating, "The University of Delaware produces a disproportionate number of award-winning scholars. UD has graduated 11 Rhodes Scholars, a number that's higher than most colleges - public or private - our size. Each year you will find Delaware students recognized by prestigious undergraduate and post-graduate fellowship programs." Below this text is the word "prestigious" in a large, stylized font.
- Upcoming Events:** A list of events for May 17th:
 - 10:00AM: Information Session & Campus Tour (Location: Visitors Center)
 - 10:30AM: Winslow Township HS College Fair
 - 12:00PM: Information Session & Campus Tour
- Admissions Updates:** A notice asking if users have received their admission decision and directing them to frequently asked questions.
- Bulletin Boards:** A section for students to find department-specific information, accompanied by a cartoon mascot.

At the bottom of the page, there is a footer with contact information: Undergraduate Admissions, 116 Hulliher Hall, Newark, DE 19716, and phone numbers (P) 302-831-8123 and (F) 302-831-6905, along with the email address admissions@udel.edu.

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