

PC SCOT Analysis

Strengths:

- What advantages does the program office have?
 - The PC offers exceptional contextual experience comparable to professional work.
 - Uniquely structured to interface with almost every AS program or club.
 - Congenial and fun working environment despite high stress jobs.
 - Opportunity to interact with a highly diverse student community.
- Are there structural benefits?
 - Full time staffing provides continuity year-to-year.
 - Centralized AS facility offers AS easy access.
 - Centralized nature provides oversight for compliance with AS and Western policies, and state and federal law.
 - Grouping of similarly charged personnel provides comprehensive and intelligent promotions through brainstorming and idea sharing.
 - Respect from other professionally managed campus entities due to consistent quality and academic relevance.
 - In-house technical support through VU IT for computer issues.
- What resources (people, money, facilities, equipment, etc) are available?
 - Budgeted staff and work study positions.
 - Academic internships and ISPs
 - Production equipment including printers, digital illustration tablets, laminator, fax, stapler checkout, studio lighting, backdrop, and camera
 - Adequate computers equipped with appropriate hardware and software
- What is a unique aspect of the organization?
 - We work with virtually all AS programs, and many clubs.
 - Our busiest times are often when the rest of campus is on break.
- What do others view as our strength?
 - High quality, smart graphic design
 - Inexpensive large format printing
 - Inviting work environment
 - Tightly knit team
 - Branded work that's easy to recognize as PC design.
 - Nice people

Challenges:

- What don't we do well?

- Turn projects around as fast as what our clients wish we could
- While we emphasize recycling, we still recycle a lot of paper in the form of used banners and posters.
- What could be improved?
 - Increased staffing and increased space to allow for greater throughput and reduced turnaround time.
 - A reduction on the load of the PC through less AS programming.
 - Magic skylights that reach the 4th floor.
 - Communication with AS Comm and Marketing to improve overall AS public relations and calendar info.
 - Change from PCs to Macs to better support designers.
- Where did we fail in the past?
 - 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?
 - Work for WWU departments other than AS and VU.
 - Copyright issues.
 - 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?
 - Turnaround time.
 - The PC as a barrier to paying whoever an organization wants for graphic design.

Opportunities:

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

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

