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?
• 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.
  • The 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?
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.