



CATEGORIES & DEFINITIONS OF ENVIRONMENTAL SCANNING TOPICS

ASU MEMBERSHIP

Category		Definition	
1.	Finances	Funding scenarios, changes in financing structures, tuition issues, investments, fund-raising	Michael Reid
2.	Faculty	Compensation, disciplinary structures, scholarship of teaching and learning, new modes of teaching, tenure issues	Vacant
3.	Students	Student developmental issues, social trends, college perceptions, college readiness	Marney Babbitt
4.	Curriculum	Current trends and issues, accountability and assessment, program configurations, alternative delivery systems (e.g., on-line learning, remote sites)	Vacant
5.	Technological Change	Technology in teaching, learning, social structures, recruitment	Troi Middleton
6.	Political Environment—State & Local	The changing composition and agendas of state and local governmental bodies; political trends and “hot issues”	Vacant
7.	Political Environment—National and International	National and international issues/trends that may have a “trickle-down” effect at the local level	Katie Plum
8.	Economic Conditions	The national and regional economy, including projections of economic health, inflation rates, money supply, consumers' financial conditions	Dave Ericson
9.	Socio-cultural trends	Changing individual values and the impact on families, consumer decisions, educational choices	Antonella Ward
10.	Workforce trends/projections	Workforce trends/demands, career patterns related to educational choices	Mario Barrientos
11.	Market and Competition	Programs and activities of real and perceived competitors	Michelle Vanderzant
12.	Demographics	Changing mix of population and resulting population momentum, including age cohorts, racial and gender mix for the region and the state	vacant

JM: Revised as of 12/13/10