

TEACHING NOTE

What is the competitive position of Trinity?

- Its assets.
- Its competitors
- What niche is it in?
- What does it need to do to succeed?

What strategies are available to it?

- Upgrade quality?
- Compete on cost?
- Find something distinctive?
- Raise funds?

How do you interpret the urban initiative? How does it fit into your competitive analysis of the situation and the strategies facing Trinity?

- Is this an appropriate use of resources?
- Is it good marketing?
- Can it succeed (measured how? Helping city, helping college)?

What are the important traits/skills of a college President? What are his/her key tasks?

How does a college president govern? What mix of command/control and persuasion?

The crisis

- How well did Koeppel handle it?
- What do you think of Gerety's behavior?

What were the pros and cons of Painter v. Dobbelle?

- In light of the strategy?
- In light of the crisis?

Whom would you have chosen and why?