

SWOT ANALYSIS TEMPLATE

FOCUS GROUPS - SUMMARY

	HELPFUL	HARMFUL
INTERNAL ORIGIN	<u>STRENGTHS</u>	<u>WEAKNESSES</u>
	<ol style="list-style-type: none"> 1. Caring institutional environment. 2. Accessible and affordable. 3. Dedicated and knowledgeable faculty and staff. 4. Diverse student body. 5. Beautiful campus. 	<ol style="list-style-type: none"> 1. Resources/funding. 2. Lack of communication between and among departments and units. 3. Position vacancies – lack of staff. 4. Low faculty and staff morale.
EXTERNAL ORIGIN	<u>OPPORTUNITIES</u>	<u>THREATS</u>
	<ol style="list-style-type: none"> 1. On-line programs. 2. Location. 3. Alliances with the community. 4. Regional social and cultural opportunities. 5. New facilities. 	<ol style="list-style-type: none"> 1. Decreasing demographic of high school students. 2. Lack of funding combined with increased costs. 3. Competition with other universities and on-line programs. 4. Declining local economy; lack of businesses and manufacturing.