



Assignment
SWOT analysis for any organization

Program
MBA (Non Business)

Submitted to
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SWOT ANALYSIS for an Unuvercity

Internal University Strengths and Weakness

Strengths

- ❖ Positive reputation in the external community
- ❖ Positive experience with those who interact with the campus
- ❖ Proactive Partnerships with other universities, community colleges, K-12, agencies and corporations
- ❖ Past performance ○ Many Accredited Programs ○ Successful 6 year graduation rates
- ❖ Faculty and staff support the campus mission
- ❖ Proactive student support ○ Access to services
 - Faculty involvement with students ○ Student leadership programs
- ❖ Learning communities developing to enhance learning and student-faculty interaction
- ❖ Campus Characteristics ○ Medium size campus with small class size
 - Facilities include new and well-maintained, attractive buildings and grounds with growth potential
 - Potential for growth in Turlock and Stockton ○ Friendly and safe
- ❖ Diverse student body, Hispanic Serving Institution
- ❖ Dedicated and Expert faculty
- ❖ Campus wide involvement in planning
- ❖ Healthy shared governance
- ❖ Strong, active external boards
- ❖ Residential Campus Development
- ❖ Artistic and Cultural Performances (concerts/seminars/exhibits)

Weaknesses

- ❖ Distinguishing qualities and identity not well known
- ❖ Operational structure/bureaucracy
- ❖ Sluggish responsiveness *to* student and community needs
- ❖ Fiscal uncertainty
- ❖ Lack of pride of internal community (Student life ... commuter school)
- ❖ Match between research expectation & support
- ❖ High and unequal workloads faculty & staff
- ❖ Ability to hire & retain faculty

- ❖ Student preparedness at entrance ❖ Adjusting to pressures of growth
- ❖ Varying perceptions of appropriate proportions of major employee categories (faculty, staff, and administrators)
- ❖ Lack of strong, pervasive presence in the external community
- ❖ Limited resources for faculty and staff development
- ❖ Highly competitive market for diverse faculty and staff
- ❖ Promulgating egalitarianism
- ❖ Reporting perceived as a ritual and meaningless
- ❖ Reporting requirements absorb a large percentage of resources.

External University Opportunities and Threats

Opportunities

- ❖ Partnerships in support of university initiatives
- ❖ Expanded possibilities for the workforce in the Valley ❖ Diversity of region (students – industry)
- ❖ External Community and University relationships
 - Interest in academic program expansion
 - Interest in expansion of cultural activities
 - Interest in University services (Policy Center, Bridge,
- ❖ Growth potential
- ❖ New construction
- ❖ Societal trends
 - Increased value of higher education completion
 - Growing demand for graduates
 - Match between curricular & societal interests
- ❖ Increase demand for mid-career redirection and life long learning
- ❖ Increased interest in global initiatives
- ❖ Technological advances
- ❖ UC Merced
 - Partnership opportunities
 - Increased focus on higher education
- ❖ Stockton
 - development of university park
 - large student pool
 - increased interest in university connections

Threats

- ❖ State budget crisis
- ❖ Private, for-profit, and on-line universities' responsiveness to program and student scheduling demands
- ❖ Increase in reporting expected by government and society
- ❖ Shift in focus on numerical achievement vs. qualitative achievement
- ❖ Negative public perception
- ❖ Development of another university in the area
- ❖ Societal and student perception of education as solely a means to a job

- ❖ Reporting perceived as a ritual and meaningless
- ❖ Reporting requirements absorb a large percentage of resources.
- ❖ Historical public perceptions/lack of knowledge about higher Education. ❖ Historical lack of knowledge about CSU Stanislaus.