

# Spring 2017 SWOT Analysis – Summary

Total responses: 4843  
Unique participants: 173

## Can you support the mission of the college?

| Yes | No | Total | % Yes |
|-----|----|-------|-------|
| 127 | 5  | 132   | 96%   |

## Does the vision provide aspirational focus?

| Yes | No | Total | % Yes |
|-----|----|-------|-------|
| 122 | 13 | 135   | 90%   |

## Top 10 Strengths (1174 Responses)

- Facilities
- Reputation
- Value/Affordable
- Technology
- People (Faculty/Staff)
- Location
- Caring Culture
- Resources
- Arts (Visual/Performing)
- Community

## Top 10 Weaknesses (1083 Responses)

- Internal/External (Marketing) Communication
- Business Model
- Complacency/Slow to Respond/Arrogant
- Banner
- Developmental Education
- Inefficiency/Bureaucracy/Silos
- Counseling/Student Advising
- Morale/Initiative Fatigue
- Trust/Transparency/Accountability
- Professional Development/Succession Planning

## Top 10 Opportunities (922 Responses)

- Student Success (Career Counseling/Pathways)
- Mandatory Student Intervention
- Online/Flexible Programs/Learning
- Partnerships (Internal/External)
- Technology
- Marketing (Targeted/Program/Branding)
- Expand CTE Programs
- Diversity
- Continuing Education
- Emerging Technology

## Top 10 Threats (911 Responses)

- Funding
- Safety/Gun Laws/Policy
- Political Climate (State/Fed Gov/HLC)
- Community Perception (JuCo vs CC)
- State/Federal Regulations & Accountability
- Developmental Ed/Underprepared Students
- Retirements/Hiring Quality Employees
- Devaluing of Education
- Completion Agenda
- Student Counseling

## Top 10 Strategic Objectives (487 Responses)

- Marketing/Branding
- Communication (Internal)
- Student Success/Advising
- Expand CTE Opportunities
- Diversity (Office/Initiative)
- External Partnerships (Business/4-year Institutions)
- Employee Engagement/Prof Dev/Hiring (Faculty & Staff)
- Expand Online/Flexible Learning Opportunities
- Emerging Technology/Integrated Technology
- Accountability/Transparency





## Strategic Objectives/Goals

underprepared\_students  
expanded-hybrid-offerings  
transfer\_opportunities  
support  
faculty  
student-success  
review\_internal\_processes  
developmental\_education  
history  
education  
student  
strategies  
community  
cbe  
marketing  
developmental-education  
right

update-processes  
academicplan  
focus  
transparency  
simplify  
studentresponsive  
leaders-answer-us  
spaceforstaff  
soft-skills  
communityresponsive  
collaborations  
ferpaisntgoodenough  
focus-on-education  
leadership  
p-cards  
intersilowork

recruitment  
taking  
staffing  
technology  
counseling  
grow-vo-tech  
student-success  
marketing  
online-student-services  
listen-to-businesses  
communication  
online  
steam  
value  
ensure  
focus  
plan  
stem  
career  
requires  
quality  
recruiting  
integrity  
college-ready

smart-marketing  
pathways  
dedicated-diversity-office  
communication  
marketing  
diversity-office  
people  
employee  
accountability  
internal  
student  
success  
diversity  
civility  
learning  
service  
focus  
culture  
relevance  
online  
pillars  
union  
focus  
culture  
accountability