**Spring 2017 SWOT Analysis – Summary**

Total responses: 4843  
Unique participants: 173

**Can you support the mission of the college?**

<table>
<thead>
<tr>
<th>Yes</th>
<th>No</th>
<th>Total</th>
<th>% Yes</th>
</tr>
</thead>
<tbody>
<tr>
<td>127</td>
<td>5</td>
<td>132</td>
<td>96%</td>
</tr>
</tbody>
</table>

**Does the vision provide aspirational focus?**

<table>
<thead>
<tr>
<th>Yes</th>
<th>No</th>
<th>Total</th>
<th>% Yes</th>
</tr>
</thead>
<tbody>
<tr>
<td>122</td>
<td>13</td>
<td>135</td>
<td>90%</td>
</tr>
</tbody>
</table>

**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