Spring 2017 SWOT Analysis – Summary

Total responses: 4843 Unique participants: 173

Can you support the mission of the college?

Ī	Yes	No	Total	% Yes
	127	5	132	96%

Top 10 Strengths (1174 Responses)

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

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 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

Does the vision provide aspirational focus?

Yes	No	Total	% Yes
122	13	135	90%

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 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

Strengths

benefits people support students people support students affordability affordability affordability affordability affordability affordability affordability affordability affordability affordable support so students affordable support so students affordable support affordable supp

students arts we_care edtech silo benefits library affordable in staff close community caring symbol community caring symbol community caring library ucurrency symbol community caring symbol community symbo

services affordable. career resource placecaring service student good customer size facilities staff size of a culty diversity artso origone artso origone honors events great safe resource-centers guest

community campus-culture campus-culture reported in special community sustainability caring c

Weaknesses

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housing pace transparency space funds no-multi-cultural-priority believed initiative fatigue communication banner slow initiative direction collaboration direction anecdotal-decision-making space funds pace funds no more priority believed to be a collaboration of the collaboration anecdotal-decision-making space funds no more provided the collaboration of the coll

advancement process mentality succession-planning website marketing marketing size complacency model succession slow-to-change website marketing marketing size complacency developmental model developmental model with the model website model with succession developmental education internal ms business slow candidates planning edaffairs compensation jccc planning edaffairs campus ed-affairs

marketing silos siloing processes notrust diversity data faculty full Cya diversity data faculty badtrust leadership badtrust training leadership funding rates transparency old budget tooprocessed

Opportunities

political college-no.

business CSILL

access online

cohorts steminternship

engagement-culture cpe/cil

mill-levy faculty-advising flexibility

stravel of dining-services college_prep

cohort student-pathways degree-paths

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cohort student-pathways degree-paths political-climate for-profit-collapse cohort

price housing veterans articulation blue-collar-careers credit Cost trade branding solarokus

diversity retention gunson campus online technologyhub housing semployerpartnerships
Work-study

Legislature

Work-study

Legislature

Work-study

Legislature

Legislature retraining from college college genow flexibility forprofitclosure

recruitment predictive-analytics dont sustainability-leadership_joco social-media student say required mandatory partnerships first mandatory partnerships first diverse-student-support free mandatory-student-intervention of the first diverse-student free mandatory-student-intervention of the first diverse define students success diverse-student-outreach diverse divers

Threats

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underprepared-students yourube underprepared-students yourube
no-late-enrollment youtube
housing service-areas trump
politics state-funding
hockey late guns
focus underprepared-student
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focus underprepared-student
disengagementdebt quality
attitude-toward-education

weapons state-budget board-of-trustees focus guns brownbac D back C n VS **T**administration tacult\ change tax policydevos lack betsy tax policydevos lack parents regulations economy legislature uprepared-students

mentalhealth cost-benefit rationkborfake weapons eadership obalization we science DO pio student-preparedness +

Strategic Objectives/Goals

underprepared_students
expanded-hybrid-offerings
transfer_opportunities.student

SUPPORT
history
ctel
ctel
type
education

student-success
review_internal_processes
developmental_education

recruitment taking staffing online technology counseling focus steam value ensure focus steam value ensure technology steam value ensure focus ensure focus steam value ensure focus ensure focus steam value ensure focus ensure

update-processes academicplan focus transparency simplify student responsive by leaders-answer-us spaceforstaff spaceforstaff leadership soft-skills p-cards community responsive collaborations ferpaisnt goodenough

smart-marketing pathways dedicated-diversity-office internal communication agility student communication agility marketing diversity diversity-office diversity-office pillars people culture employee accountability