

SWOT analysis

Be Specific about the Objective you are analyzing:

For example: "Objective: Our graduates unify engineering and science in their classrooms through cross-cutting concepts"

NOT something like: "Objective: Our graduates are awesome and get jobs."

	HELPFUL TO ACHIEVING THE OBJECTIVE	HARMFUL TO ACHIEVING THE OBJECTIVE
INTERNAL ORIGIN (ATTRIBUTES OF THE ORGANIZATION)	<p style="text-align: center;">STRENGTHS</p> <p>What is particularly effective about our program for students, faculty, graduate students, school districts, and children as relates to the specific objective?</p> <p>What resources do we have for our program (personnel, space, equipment)?</p>	<p style="text-align: center;">WEAKNESSES</p> <p>Where is our program ineffective in addressing this specific objective?</p> <p>What resources do we need, but lack?</p> <p>What annoys, frustrates, or disappoints our students? colleagues? university? schools? children? (As relates to this objective.)</p>
EXTERNAL ORIGIN (ATTRIBUTES OF THE ENVIRONMENT)	<p style="text-align: center;">OPPORTUNITIES</p> <p>Are we hiring new faculty?</p> <p>Are there new strategic plans or initiatives in the institution or state or country that we can jump on (Next Gen. Science Standards? Common Core?)</p> <p>Is enrollment changing (increasing, reaching a different group of students, etc.)?</p> <p>Is the institution interested in new educational opportunities (such as inter-department collaborations to promote CompSci or Eng Education)?</p>	<p style="text-align: center;">THREATS</p> <p>Is enrollment falling? Changing? Why?</p> <p>Are budgets being cut?</p> <p>What are other programs doing that we aren't? (and is this an opportunity to learn and adapt rather than a threat?)</p> <p>Are key faculty retiring? (and is this an opportunity <i>and</i> a threat?)</p>