

SWOT ANALYSIS

By reflecting on your responses to these questions, you will help prepare for a valuable planning and deepen your understanding of how our work is progressing at PCCUA. This SWOT Analysis is a tool used for long-term planning.

Complete the SWOT Matrix below, taking notes on important thoughts you have that you would like to share. Once you have had a few moments to identify items for each area, you will discuss these in a group and the group will identify strength, weaknesses, opportunities, and threat. Every person on this campus has a perspective which is invaluable to planning. Each functional area contributes to the total operation of the College.

- S = Strengths
- W = Weaknesses
- O = Opportunities
- T = Threats

SWOT MATRIX

INSIDE THE ORGANIZATION	
<p style="text-align: center;">STRENGTHS</p> <p>What does PCCUA do well?</p> <p>What unique resources can we draw on?</p> <p>What would others see as our strengths?</p>	<p style="text-align: center;">WEAKNESSES</p> <p>Where is the College vulnerable?</p> <p>What are the trouble spots or areas where a needed capacity is missing?</p> <p>What would you like to see the college do more of, do better, or do differently?</p>
OUTSIDE THE ORGANIZATION	
<p style="text-align: center;">OPPORTUNITIES</p> <p>What new opportunities could we explore?</p> <p>What trends are supportive of our work?</p> <p>How can we turn our organization’s strengths into opportunities?</p>	<p style="text-align: center;">THREATS</p> <p>What could potentially harm or threaten this College?</p> <p>What do we need to protect, or protect against?</p> <p>What potential danger do we see to our stakeholders, students or staff?</p>

Please note: There may be overlaps between sections. For example, a strength can also be a weakness or a threat can be an opportunity, depending on what angle you look at.

For the purposes of presenting our analysis, please plan to share your top 3 or 4 issues from each category explored within the group you are working