

SERVICE ON FEBRUARY 16, 2018 STRATEGIC PLANNING-SWOT ANALYSIS		
Opportunities for the Institution (External)		
Table	Helena	DeWitt & Stuttgart
Top Priorities	<p>More course offerings Extended day/evenings, on-line, hybrid, even new programs Creation of vocational skills programming-example plumbing, electrical Recruitment of non-traditional students</p>	<p>Providing vocational trainings Relationship with current businesses and industry Local business partnerships</p>
Not Top Priority/ Appears in Mult. Tables Top 3 List	<p>Modify course delivery Form more partnerships Work with high schools Relationships-all sorts</p>	New Businesses
Table 1	<p>Large % of non-traditional age population in service area lack degrees and certificates-enrollment opportunities Creation of vocational skills programming-example plumbing, electrical Affordability increase chances of attracting more currently going to 4 yr school (be the 2 yr. with the 4 yr. experience)</p>	<p>More internship opportunities for students Recruiting SEARK students Business opportunity-Advisory Board</p>
Table 2	<p>Outreach to targeted population Short term Co or TC (career related degrees) Improve relationships with area high schools</p>	<p>Providing vocational trainings Local business partnerships Market degree programs and tuition costs to show our competitiveness</p>
Table 3	<p>Building relationships with all local businesses More programs related to community needs Graduates job opportunities and placement</p>	<p>Community development thru civic associations Economic development new business, restaurants, hotel More connections with Fish Research and Rice Research</p>
Table 4	<p>Recruit from Secondary Center Target young elementary students Identify new appealing programs</p>	<p>Proximity to campus/stay at home Vocational training Employment opportunities</p>
Table 5	<p>Community college is attractive with the cost increase in education Safe environment promotes our school Take advantage of large number</p>	<p>Off schedule classes Local Businesses Scholarships</p>

	of employees “all employees become a mouth piece”	
Table 6	More program on a shorter schedule (may attract non-trads) Full credit course on shorter time (week-ends, summer) Program choice day/evening	Marketing Community involvement B &I Training
Table 7	More course offerings Extended day/evenings, on-line, hybrid, even new programs Target non-trads Market outside our service area	New businesses Grant funding Technology
Table 8	Mentoring learning to respond to and motivate students Career counseling and transitioning into the workforce	New businesses -training to meet demands Relationships with current industries/businesses
Table 9	Dual enrollment at PCCUA and on-line colleges More diversity on on-line class offerings and prisons Recruitment of nontraditional students	New businesses in Stuttgart-potential non-traditional students New programs Workforce development (more partnerships)
Table 10	Recruitment of non-traditional students Workforce training Increase on-line course offerings	
Table 11	Modify Course delivery methods Transfer programs Recruitment activities (more visible)	
Table 12	Ability to reach out to other states and counties Ability to reach out to our industrial community partners in order to connect with non-traditional students Dormitory (dorm) for our students	
Table 13	Providing transportation for students Creating athletics with scholarships Course offerings (timing and variety)	
Table 14	Explore options when classes don't make Increase night classes and on-line offerings-non-traditional New funding formula to help explore new areas	
Table 15	Address agriculture Better service for non-traditional	

	High school CAN/cosmetology programs	
Table 16	<p>Possible partnering with Mid-delta or city to provide transportation</p> <p>Recruit faculty and staff with new innovative ideas</p> <p>Add electrical, HVAC, plumbing, etc. programs</p> <p>Fast track courses (example-6 weeks)</p>	
Table 17	<p>Community partnerships/improve relationships</p> <p>Respond to community needs-additional programs, skilled laborers, high tech</p> <p>Advertise degree and wages</p>	