

STRATEGIC PLANNING
2020-25 STRATEGIC PLAN
SWOT ANALYSIS

Strengths of the Institution (Internal)

Priority	Phillips County	Arkansas County
Top Priorities	Affordability/cost/low tuition Academic support/student support Staff and faculty commitment	Affordability Approachable faculty and staff Facilities, Teacher-student ratio
Not Top Priority/ Appears in Mult. Tables Top 3 List	Student to teacher ratio Student services	Tuition Costs Faculty Student Ratio Community Involvement

Weaknesses for the Institution (Internal)

Top Priorities	Not enough vocational opportunities Under prepared students –reading, writing, math Few extra-curricular activities Tuition Costs Faculty Student Ratio Community Involvement (athletics, band, clubs)	Marketing Communication and unity among the three campuses Security
Not Top Priority/ Appears in Mult. Tables Top 3 List	Funding formula concerns Alternative class times, delivery, options No plan for non-traditional students Online-WiFi Marketing	Technology Budget

Opportunities for the Institution (External)

Top Priorities	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	Providing vocational trainings Relationship with current businesses and industry Local business partnerships
Not Top Priority/ Appears in Mult. Tables Top 3 List	Modify course delivery Form more partnerships Work with high schools Relationships-all sorts	New Businesses

Threats to the Institution (External)

Top Priorities	Declining population Academic unpreparedness Transportation	Not having staff replaced Declining Population (2-3) Removal of Programs (GED)-(2-3)
Not Top Priority/ Appears in Mult. Tables Top 3 List	Funding formula Few employment options Security	Funding Competition from Other Colleges

