

IN-SERVICE ON FEBRUARY 16, 2018
STRATEGIC PLANNING-SWOT ANALYSIS

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
Table 1	Overall population loss in service area Legislative policy choices (funding formula, tax cuts, squeezing revenues) Limited employment possibilities	Population size poverty Security 4 yr. schools advertising transfer w/30 hrs.
Table 2	Declining population Funding Community issues-drugs, violence, misinformation, academic unpreparedness, mindset)	Lack of industry Decline in population Funding
Table 3	Decreased funding by government Reliable food service-cafeteria Tech funding	Shrinking population Increased competition...UAM-McGehee, SEARK, on-line
Table 4	Declining population Rising drug use Reduced funding	Job market Declining population Funding
Table 5	Academically underprepared students Decreasing population Aging infrastructure-campus	Declining population-small service population Large colleges Family
Table 6	Population down/enrollment down Lack of funding Students down-faculty down -jobs at college down	Funding formula On-line colleges Removal of programs (GED) (@-3)
Table 7	Funding formula Transportation Declining population	State funding Not having staff replaced On-line
Table 8	Declining population Attitudes that promote inclusion and retention (negative) Funding	SEARK no adult Ed-Ar Cty Industry doing own in-house training Other colleges recruit in our service area
Table 9	Declining academic readiness for college E-versity	On-line programs and courses and other colleges Cutting education funding Competition from other community college

	Autonomy of community colleges in UA system to implement policies	
Table 10	Declining population Safety and security Loss of funding	
Table 11	Funding formula Lack of industries and jobs Declining population	
Table 12	Community partners losing interest in participating with PCCUA due t economic distress Decline in population Security is lacking in terms of protecting students and faculty/staff from physical threat (active shooter)	
Table 13	Secured and unsecured campus access Declining local population Adjunct instructors (lack of training and level of pay)	
Table 14	Declining population Aging facilities cost \$\$ to repair Funding formula	
Table 15	Declining population Performance funding Lack of job opportunities in the community	
Table 16	Lack of community and industry resources Declining population Funding formula	
Table 17	Higher Learning Commission regulations (qualified faculty) Funding (state and federal) Declining population-image and reputation of local area	