

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

Institutional Weaknesses (Internal)		
Table	Helena	DeWitt & Stuttgart
Top Priorities	Not enough vocational opportunities Under prepared students – reading, writing, math Few extra-curricular activities (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
Table 1	Few extra-curricular activities (athletics, band, clubs) Lack of understanding of all students and service area communities Over emphasis on efficiency inhibiting needed vocational program development	Too many chiefs not enough Indians Budget constraints Communication...top down, bottom up, lateral
Table 2	Declining student enrollment New funding formula Students not prepared (academically-college readiness) Communication among departments and with students Mobile app	No job placement system Business industry collaboration for classes/programs offered Communication, position replacement
Table 3	Funding for non-traditional recruitment New funding formula Interne/WiFi	Technology access... Net & CV Marketing/advertising More connection with 4 yr schools, grad schools
Table 4	Lack of housing Transportation access Past branding/overcoming negative image	Security Communication and unity between the three campuses Budget cuts
Table 5	Access to counseling on social issues-on campus Communication (internal) Lack of variety in teaching styles	GED program (loss) Budget Programs/courses offered

Table 6	Population/enrollment Funding/new formula Communication across campus(es)	Marketing Technology Lack of vocational training
Table 7	Decreased extended day/evening course offerings Advertising-reach more communities, more signage on campus, off campus billboards Advertisement plan for no-shows-drop outs	Location within the city Communication among campuses Lack of daycare
Table 8	Career counseling visibility Counseling troubled students (intervention) Student preparedness for college	Technology Funding Professional Development (division specifics)
Table 9	Need based scholarships –not based on ACT/GPA Lack of cultural awareness Campus wide communication-not news related	Lack of security officials during and after hours Lack of communication between departments & campuses Issues with technology Grant staff
Table 10	Hard to attract faculty/staff Recruitment of students Students unprepared for college	
Table 11	Food services Academic programs-more tech programs Recruitment-non-traditional students	
Table 12	We need a plan to reach non-traditional students/need more funding/funding types for non-trads Departments working independently of each other verses interdepartmental teamwork Students who receive financial aid drop-out after disbursements (how do we counteract this)	
Table 13	Not offering student loan opportunities Bookstore prices	

	Updating campus facilities/buildings	
Table 14	Under prepared students – reading, writing, math Lack of recruiting non-trads Lack of night classes offered Advisors and faculty aware of resources for all students	
Table 15	LMS not working with all courses (on-line, on-campus) Not enough vocational opportunities Recruiting current high school to college	
Table 16	Failure to train for outgoing seasoned faculty/staff Closed mindset Faculty recruitment retention due to low salaries	
Table 17	Lack of professional marketing /advertisement for recruitment Underprepared students Funds	