

SWOT Analysis Worksheet

<p>Strengths</p> <ul style="list-style-type: none">• What are our key advantages—people, resources, services, processes, certifications, awards?• What do other departments/college administration see as our strengths?	<p>Weaknesses</p> <ul style="list-style-type: none">• Areas for improvement?• Missing, incomplete services?• What could we eliminate?• Resource limitations?• What are the concerns of other departments/college administration?
<p>Opportunities</p> <ul style="list-style-type: none">• What opportunities do we/others see?• What higher ed trends are in our favor?• How do we transform strengths to opportunities?	<p>Threats</p> <ul style="list-style-type: none">• What new technologies impact us?• What are our competitors doing?• What higher ed trends work against us?• What threats are created by our weaknesses?