Anoka Technical College Student Senate
Strategic Planning - SWOT Analysis
December 11, 2013

STRENGTHS

Smaller class sizes (14)
Student Success Center (14)
Staff exceptional and passionate (13)
Green Dot (13)
Tuition Freeze (12)
Erica Stene – Counselor (11)
Hands on experience (10)
Teachers being positive (10)
Encouraging faculty & staff (10)
Centrally located Student Success Center (9)
Job placement (9)
Faculty available for course related questions (8)
Accredited OTA program (7)
Good variety of programs (7)
Student involvement (7)
Community / Family aspect (7)
Location (2)

WEAKNESSES

Admissions, Financial Aid, Business Office hard to deal with / rude! (17)
Lack of communication from Administration – lots of behind the scenes action (8)
Old and broken program equipment (7)
Financial Aid work study funding cap affected by taking out a loan (7)
Programs not always up to date / cutting edge (7)
Cost of tuition (7)
Computer / Star ID issues (5)
Lack of marketing (5)
Lack of industry recognition of programs (5)
Faculty not returning e-mail (4)
Transfer credits (4)
Advisors not helping with registration (4)
Very difficult procedure for attending a consortium agreement meeting (3)
First come first serve application process for program (3)
Not enough tutors for all programs (3)
Facilities and program spaces (3)
Loss of unique campus identity (3)
Assimilation of campus cultures (3)
Advisors not knowledgeable about program (2)
Not enough teacher assistance in Machine Trades program (2)

OPPORTUNITIES

Student Senate collaboration w/ Anoka Ramsey (16)
More student activities (13)
Jobs in the school for students (12)
Get industries more involved (12)
More information about scholarships, not just Anoka Tech (8)
Cross campus catalog with Anoka Ramsey for gen ed courses (8)
Recruit of STEP students (8)
Get community more involved (8)
Networking with other schools (7)
Part-time jobs for students beyond just work study (7)
Networking within established industries (6)
Marketing! (5)
Fitness committee (4)
Free access to Anoka Ramsey gym (4)

THREATS

Loss of services in the Success Center (15)
Not enough tutors for all programs (11)
Faculty is overloaded (11)
Business office moving to ARCC (9)
Other colleges offering better / more in depth similar programs (8)
Loss of services to Anoka Ramsey campus (8)
School budget! (8)
More programs cut (8)
Consolidation of programs and schools (7)
Loss of any support systems (6)
Financial Aid for independent students being denied (6)
Lack of effective marketing and accelerated programs (6)
Increasing tuition costs (5)
Job cuts (5)
Dean not supporting OTA program – trying to break it up (5)
Community Social Services program courses changing (4)
Loss of lab assistants (4)
Reduction in graduates from high schools (1)