Strategic Planning Process OUTCOMES Student Population: Gen Psych 1110 Fall 2013

SWOT Analysis

STRENGTHS:

- Good teachers
- Affordable***
- Availability
- Good resources-tutoring, advising hours are great
- More personal even with larger classes
- Two campus locations
- Free parking**
- Variety of courses
- Smaller class sizes
- Diverse student population
- Vet-Friendly school
- Involved in community
- Well-maintained and clean campus
- New health and wellness center has been a great addition
- Discounted prices for extra-curricular opportunities
- Affordable/safe location, close to home = less expenses in gas

WEAKNESSES:

- Advisors need to get on the same page and BE NICE!
- Advisors need to be more educated on WHAT they're advising and takes too long to see someone
- Change of required courses for a program
- Parking**
- Tutors [they aren't very good because they don't know the material they are helping with]
- Widen class availability [only offered certain semesters]
- Certain classes only at Cambridge
- Nursing program takes too long and wait to get in
- Shouldn't be forced to take FYE classes
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OPPORTUNITIES

- Keeping students informed of campus involvement
- More informed advisors

- Offer more programs
- Combine tuition on both campuses
- More night classes
- Meal plans and healthier meal options in the cafeteria
- More experienced tutors
- More online options
- Standardized finals schedule[keep finals during class schedule]
- Classes offered over multiple semesters
- Improve transferring credits

THREATS

- Last minute professors
- Other colleges
- Constant change of program outlines
- Limited degrees
- Non-transferring credits
- Waiting list for programs
- Small nursing program
- Two different tuitions, two different campuses
- Lower enrollment
- Other schools as competition
- Parking lot situation
- Online schools are competition