**SWOT Analysis**

**Strengths, Weaknesses, Opportunities, and Threats**

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| **Internal Factors** | | **External Factors** | |
| **Strengths** | **Weaknesses** | **Opportunities** | **Threats** |
| **Sample internal strengths might include a positive community image, high student retention rates, advanced educational facilities, etc…internal strengths represent positive resources and assets.** | **Sample internal weaknesses might include a negative community image, low student retention rates, outdated educational facilities, etc…internal weaknesses represent a lack of resources and assets.** | **Sample external opportunities might include an increase in the college tax base, positive economic trends, expanded role and funding of community colleges, etc…external opportunities represent positive external factors.** | **Sample external threats might include increasing competition from other education institutions, reductions in educational funding, declining student population, etc…external threats represent negative external factors.** |
| Community connections-  Field experiences  Strong students—due to entry requirements  Variety of staff backgrounds  SMSTA-active community service, speakers from community  Active at the state level with DESE, MACTE, and other groups/committees  Many students gain employment Positive public image  Diverse and active advisory board  Recently added support staff to assist with advising and document collection  AAT transfer articulation | Student enrollment has decreased  Low number of staff-students may have same teacher for several education courses  Minimal team planning for daily coursework  Public relations opportunities underutilized  Out of date/inaccurate website  Rolla site not increasing in student enrollment | Visiting schools to promote program  New standards  Participation in state level meetings to keep current on changes | Economic situation (job market)  Declining student population  AAT articulation with some colleges not honoring |