

SWOT Analysis Worksheet Basic Format

SWOT Analysis is an effective way of identifying the Strengths and Weakness of a unit, as well as examining the Opportunities the unit has and Threats posing a risk to the unit to be as effective as it can be. As the SWOT Analysis is used, question and statements under each category can be used to provide some guidance in how the unit responds.

Core Item	Strengths (Internal)	Weaknesses (Internal)	Opportunities (External)	Threats (External)
	<ul style="list-style-type: none"> • What do you (Department/Faculty) do well? Successes? Reputation? Excel? • Skills/Resources offered <p>Examples:</p> <ul style="list-style-type: none"> • Sufficient students in the department • Faculty have been successful in grant writing/funding • Faculty willing to teach online courses • Students in department are academically prepared • Faculty are also excellent advisors 	<ul style="list-style-type: none"> • What could be improved? • What do you do badly? • What do you need to avoid/correct? <p>Examples:</p> <ul style="list-style-type: none"> • Not enough dollars to attract (or keep) key faculty • Faculty has published very few peer-reviewed journal articles • Students not willing to leave area for employment opportunities • Retention rates are lower than average 	<ul style="list-style-type: none"> • Where are the good opportunities facing the program? • What strengths can be expanded? • What are the interesting trends in the profession(s)? <p>Examples:</p> <ul style="list-style-type: none"> • Graduates are being recruited for employment • Partnerships with local community colleges • Internships with local employers readily available • Many good applicants for graduate program 	<ul style="list-style-type: none"> • What obstacles does the unit face? • What is the competition doing? • Are there changes in the profession? • Is changing technology a threat? • Things that might hinder program delivery. • Conditions external to the unit that has a negative effect. <p>Examples:</p> <ul style="list-style-type: none"> • University forced to cut budgets • State cuts graduate program due to low completers • Faculty are “lured” away

SWOT Analysis Worksheet 1

SWOT Analysis is an effective way of identifying the Strengths and Weakness of a unit, as well as examining the Opportunities the unit has and Threats posing a risk to the unit to be as effective as it can be. As the SWOT Analysis is used, questions and statements under each category can be used to provide some guidance in how the unit responds.

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Using Results of SWOT Analysis

Questions to Consider:

1. How can strengths be used to take advantage of the opportunities?
2. How can strengths be used to counteract threats?
3. How can you convert weaknesses to strengths or avoid them?
4. How can you overcome weaknesses to counteract threats?

SWOT Analysis

Core Item 1. Students	Strengths (Internal)	Weaknesses (Internal)	Opportunities (External)	Threats (External)
Demographics and Comparisons (Data Reporting Form D)				

SWOT Analysis

Core Item 1. Students	Strengths (Internal)	Weaknesses (Internal)	Opportunities (External)	Threats (External)
Advising Practices				

SWOT Analysis

Core Item 1. Students	Strengths (Internal)	Weaknesses (Internal)	Opportunities (External)	Threats (External)
Assessment System – In what ways do you assess student performance?				

SWOT Analysis

Core Item 1. Students	Strengths (Internal)	Weaknesses (Internal)	Opportunities (External)	Threats (External)
Academic support for students needing remediation				

SWOT Analysis

Core Item 1. Students	Strengths (Internal)	Weaknesses (Internal)	Opportunities (External)	Threats (External)
Financial Support				

SWOT Analysis

Core Item 1. Students	Strengths (Internal)	Weaknesses (Internal)	Opportunities (External)	Threats (External)
Student Contributions/ Awards/Achievements				

SWOT Analysis

Core Item 1. Students	Strengths (Internal)	Weaknesses (Internal)	Opportunities (External)	Threats (External)
Satisfaction with Program (Use data from Student Evaluation of Instruction, Student Opinion Survey, and Graduating Senior Survey-University Planning and Assessment Office)				

SWOT Analysis

Core Item 2. Student Occupations/ Opportunities	Strengths (Internal)	Weaknesses (Internal)	Opportunities (External)	Threats (External)
Graduating Student Survey (University Planning and Assessment Office)				

SWOT Analysis

Core Item 2. Student Occupations/ Opportunities	Strengths (Internal)	Weaknesses (Internal)	Opportunities (External)	Threats (External)
Alumni Information/ Survey				

SWOT Analysis

Core Item 2. Student Occupations/ Opportunities	Strengths (Internal)	Weaknesses (Internal)	Opportunities (External)	Threats (External)
Internships/Special Projects				

SWOT Analysis

Core Item 2. Student Occupations/ Opportunities	Strengths (Internal)	Weaknesses (Internal)	Opportunities (External)	Threats (External)
Further study and subsequent degrees (Data Reporting Form E)				

SWOT Analysis

Core Item 2. Student Occupations/ Opportunities	Strengths (Internal)	Weaknesses (Internal)	Opportunities (External)	Threats (External)
Employer Survey				

SWOT Analysis

Core Item 2. Student Occupations/ Opportunities	Strengths (Internal)	Weaknesses (Internal)	Opportunities (External)	Threats (External)
Workforce Information (demands, competition)				

SWOT Analysis

Core Item 3. Resources	Strengths (Internal)	Weaknesses (Internal)	Opportunities (External)	Threats (External)
Equipment				

SWOT Analysis

Core Item 3. Resources	Strengths (Internal)	Weaknesses (Internal)	Opportunities (External)	Threats (External)
Facilities				

SWOT Analysis

Core Item 3. Resources	Strengths (Internal)	Weaknesses (Internal)	Opportunities (External)	Threats (External)
Library Holdings				

SWOT Analysis

Core Item 3. Resources	Strengths (Internal)	Weaknesses (Internal)	Opportunities (External)	Threats (External)
Student Support Services (Writing Lab, Math Lab, Tutoring, etc.)				

SWOT Analysis

Core Item 3. Resources	Strengths (Internal)	Weaknesses (Internal)	Opportunities (External)	Threats (External)
Student Organizations				

SWOT Analysis

Core Item 4. Collaborations/ Relationships	Strengths (Internal)	Weaknesses (Internal)	Opportunities (External)	Threats (External)
Internal Academic Units				

SWOT Analysis

Core Item 4. Collaborations/ Relationships	Strengths (Internal)	Weaknesses (Internal)	Opportunities (External)	Threats (External)
Internal Non-Academic Units				

SWOT Analysis

Core Item 4. Collaborations/ Relationships	Strengths (Internal)	Weaknesses (Internal)	Opportunities (External)	Threats (External)
External to the University- include community service (refer to University Goal #4)				

SWOT Analysis

Core Item 4. Collaborations/ Relationships	Strengths (Internal)	Weaknesses (Internal)	Opportunities (External)	Threats (External)
Administrative Support				

SWOT Analysis

Core Item 5. Financial Information	Strengths (Internal)	Weaknesses (Internal)	Opportunities (External)	Threats (External)
University funded support (Data Reporting Form F)				

SWOT Analysis

Core Item 5. Financial Information	Strengths (Internal)	Weaknesses (Internal)	Opportunities (External)	Threats (External)
Salary Costs (Data Reporting Form F)				

SWOT Analysis

Core Item 5. Financial Information	Strengths (Internal)	Weaknesses (Internal)	Opportunities (External)	Threats (External)
Operating Expenses (Data Reporting Form F)				

SWOT Analysis

Core Item 5. Financial Information	Strengths (Internal)	Weaknesses (Internal)	Opportunities (External)	Threats (External)
Capital Expenses (Data Reporting Form F)				

SWOT Analysis

Core Item 5. Financial Information	Strengths (Internal)	Weaknesses (Internal)	Opportunities (External)	Threats (External)
Endowed Chairs				

SWOT Analysis

Core Item 5. Financial Information	Strengths (Internal)	Weaknesses (Internal)	Opportunities (External)	Threats (External)
Endowed Professorships				

SWOT Analysis

Core Item 5. Financial Information	Strengths (Internal)	Weaknesses (Internal)	Opportunities (External)	Threats (External)
External Grants				

SWOT Analysis

Core Item 5. Financial Information	Strengths (Internal)	Weaknesses (Internal)	Opportunities (External)	Threats (External)
Other External Funds				

SWOT Analysis

Core Item 5. Financial Information	Strengths (Internal)	Weaknesses (Internal)	Opportunities (External)	Threats (External)
Professional Development Expenses				