

Results from April 12, 2013 SWOT Analysis (Internal and External Scan Assessment)

Strengths

- Prepared students succeed
- Experience of staff
- Diverse offerings (comprehensive)
- Reputation lead to the passing of Prop M/Perception of business
- Facilities upgrades and technology availability
- Community/ Education K-12 participation
- Students do well when they leave
- Faculty within their disciplines are committed to find ways to help student succeed.
- Open to change
- Articulation to UC and CSU
- Access to faculty / classes are small
- Grants enable to explore
- Faculty & staff willing to get out of box
- Creative faculty to support creativity and elevate / Innovative spirit
- Commitment of staff
- Variety of student support services
- Willingness to develop new student support measures / Creating programs like summer bridge, learning communities etc. to reach Basic Skills students
- Location of campus (convenient to reaching out to community and close to CSUSM)
- Positioned well with two new centers

Weaknesses

- Level of staffing
- Diversity of faculty
- Basic skills success rates and completion
- Marketing services of our student services
- Not nimble in our ability to respond to workforce needs -
- Communication with other education entities
- Support staff to help unprepared students
- Scalable program to meet needs of incoming students (first years)
- Financial resources to assist unprepared students
- Well rounded students (forums)
- Training of staff/current access for support staff
- No grant writer
- Need to develop define Career pathways
- We do not tailor our outreach to the community (e.g., Escondido parents/family outreach)
- Support creative faculty (originally listed as an opportunity – however this is an internal factor, so I moved it here)

April 12, 2013 WORKSHOP SWOT

Opportunities

- Stronger relationship with K12
- Business partners interest in internships/apprenticeships etc
- Demographics change = hiring new faculty
- Grant opportunities
- Job openings – opportunities to adapt to expand markets/ Align curriculum with better paying careers
- Common core
- Keep hold of students/shrinking younger population -
- Community outreach – make at an earlier age

Threats

- Money / Funding
- Legislation
- Accreditation / Standards (both accreditation and metrics) / Accountability
- Private ed / MOOCS
- Performance based funding
- Shrinking high school population
- Declining college age population (K-12 graduates / younger students who enroll and generate most FTES) will make growth challenging

APRIL 12, WORKSHOP – Enhanced SWOT with Themes and additional comments

Strengths

- **Programs and Support**
 - Prepared students succeed
 - Students do well when they leave
 - Diverse offerings (comprehensive) / Variety of student support services
 - Access to faculty / classes are small
- **Staffing**
 - Experience , quality, and commitment of faculty, staff, and administrators
 - Commitment of staff
 - High level of knowledge across faculty and staff
- **Innovation to Improve Success**
 - Discipline faculty are committed to find ways to help student succeed
 - Open to change / Faculty & staff willing to get out of box
 - Grants enable to explore
 - Creative faculty to support creativity and elevate /Innovative spirit
 - Willingness to develop new student support measures / Creating programs like summer bridge, learning communities etc. to reach Basic Skills students
- **Reputation**
 - Reputation lead to the passing of Prop M/Perception of business
- **Partnerships**
 - Community/ Education participation
 - Articulate to UC and CSU
- **Facilities and technology**
 - Facilities upgrades and technology availability
 - Location of campus (convenient to reaching out to community and close to CSUSM)
 - Positioned well with two new centers planned

APRIL 12, WORKSHOP – Enhanced SWOT with Themes and additional comments

Weaknesses

- **Staffing**
 - Level of staffing (faculty and staff) has “bottomed out”
 - Diversity of faculty
 - Lack support staff to help unprepared students
 - Training of staff/current access for support staff
- **Success of Underprepared Students**
 - Basic skills success rates and completion / Underprepared students not making it through the curriculum
 - Lack support staff to help unprepared students
 - Financial resources to assist unprepared students
- **Resources**
 - Financial resources to assist unprepared students
 - No grant writer / office
 - Support creative faculty
- **Pathways**
 - Scalable programs to meet needs of incoming students
 - Marketing services of our student services / Need to make faculty more aware of our student support services so that students use them more
 - Communication with other education entities
 - Need to develop define Career pathways
 - We do not tailor our outreach to the community
- **Responsiveness**
 - Not nimble in our ability to respond to workforce needs
 - Slow to change
- **Critical Thinking / Communication skills**
 - Businesses looking for well-rounded students (e.g., communication skills – oral and written)/ Our students may not be well-rounded up
 - Critical thinking skills of our students

APRIL 12, WORKSHOP – Enhanced SWOT with Themes and additional comments

Opportunities

- Partnerships
 - Stronger relationship with K12 / Feeder schools are interested in outreach
 - Common core
 - Community outreach – make at an earlier age
 - Business partners interest in internships/apprenticeships etc
- Resources
 - Grant opportunities
- Demographics
 - As demographics continue to change, address diversity of staff
 - Keep hold of shrinking population (younger students)
- Pathways
 - Job openings – opportunities to adapt to expand markets
 - Align curriculum with better paying careers

Threats

- Resources
 - Money / Funding
 - Performance-based funding (fits under accountability theme as well)
- Demographics
 - Keep hold of students/shrinking younger population/ Declining college age population (K-12 graduates / younger students who enroll and generate most FTES) will make growth challenging
- Accreditation
 - Legislation related to accountability with possible funding implications
 - Accreditation
 - Public perception of success
- Private Education
 - Private ed
 - MOOCS