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Your Program's SWOT Analysis



Overview

- SWOT is a strategic planning tool
- It helps you take advantage of your strengths and opportunities
- It helps you eliminate weaknesses and minimize threats
- The SWOT is a precursor to the Program Self-Study
- The SWOT will be shared with the External Reviewer(s)
- The SWOT will help guide the development of the Action Plan at the end of the Program Review



SWOT benefits from honesty, but with no blame

What is SWOT?

SWOT is a summary of your program's

- **Strengths**
 - **Weaknesses**
 - **Opportunities**
 - **Threats**
- Internal**
- External**
-
- ```
graph LR; S[Strengths] --- I[Internal]; W[Weaknesses] --- I; O[Opportunities] --- E[External]; T[Threats] --- E;
```



Note “Internal” and “External” factors

# 1

## What are the *Strengths* of your Program?

- *Strength* = a core capability of your program
- *Strength* = something your students, colleagues, and the University value
- *Strength* = you passed the “better than your competitors” test



Can you identify some of your program's strengths?

# 2

## What are *Weaknesses* of your Program?

- **Weakness** = Any existing, potential, or missing element which creates a barrier to maintaining or achieving success for your Program
- Maybe your program failed the “better than your competitors” test



Can you think of some of your program's weaknesses?

# 3

## What are *Opportunities* of Your Program?

- **Opportunity** = Anything in the external environment that, if properly used, could provide an advantage to your program



Can you think of some opportunities available to your program?

# 4

## What are *Threats* Affecting Your Program?

- **Threat** = Anything in the external environment that could erode a strength of your program
- **Threat** = A situation that is out of your control and has the potential to harm your program.



Can you think of some threats to your Program?

# Ensuring the Usefulness of the SWOT Analysis

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Your SWOT analysis will be more useful if.....

- There are many perspectives during discussions
- There is safety and liberty to speak one's mind
- There is an appetite for change or considering alternatives



**Use the SWOT process to improve your Program**



# Highlighting Strengths and Weaknesses

| Strengths                                                                                                                                                                     | Weaknesses                                                                                                                                                                                                       |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"><li>• Which strengths are unique to the Program?</li><li>• What do we do well?</li><li>• What are the things that have gone well?</li></ul> | <ul style="list-style-type: none"><li>• What should be done better in the future?</li><li>• What knowledge do we lack?</li><li>• Which skills do we lack?</li><li>• What systems do we need to change?</li></ul> |



Strengths and Weaknesses are internal

# Highlighting Opportunities and Threats

| Opportunities                                                                                                                                                                             | Threats                                                                                                                                                                                                          |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"><li>• What are our key success enablers?</li><li>• Which additional service(s) can we offer?</li><li>• What new market should we investigate?</li></ul> | <ul style="list-style-type: none"><li>• What are barriers to progress?</li><li>• What are the possible impacts of what competitors are doing?</li><li>• Which regulatory issue might cause us concern?</li></ul> |



Opportunities and threats are external

# The SWOT Workshop

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- We will work as a group
- We will use standard brainstorming processes to identify and record *Strengths, Weaknesses*, etc.
- At the end we will rank the items, “most important” to “least important” to add another level of understanding
- The APR Office will create a *draft* SWOT Report and send it to the Program for review and revision.



**Objective: to lay the groundwork for the Program Self-Assessment**