

# SWOT Analysis

FALL 2019

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## STRENGTHS

COST  
RELATIONSHIP WITH INDUSTRY  
HOUSING  
ATHLETICS  
FRIENDLY HOMETOWN ATMOSPHERE  
PROGRAMS  
CARING FACULTY/STAFF  
LOCATION  
ON-LINE PROGRAMS  
CLASS SIZE  
CAMPUS SIZE  
OVERALL COLLEGE EXPERIENCE  
OUTREACH TO SPECIAL NEEDS CHILDREN  
KNOWLEDGABLE AND SKILLED FACULTY  
ACADEMY DIVISIONS

## OPPORTUNITIES

MORE ACADEMIC PROGRAMS  
CONTINUE TO BUILD CREDIBILITY IN PARK  
MORE COMMUNITY INVOLVEMENT  
BUILDING IMPROVEMENTS  
MORE STUDENT ACTIVITIES  
MORE EXPOSURE TO PUBLIC SCHOOLS – GRADE SCHOOL  
MORE HOUSING  
TECHNOLOGY UPGRADES  
MORE PARKING  
FOUNDATION GROWTH  
PD TRAINING FOR ALL FACULTY/STAFF  
MORE OPEN HOURS IN RSC  
MORE TUTORS  
MORE ON-THE-JOB TRAINING DURING EMPLOYEE TRANSITION  
ENHANCE COMMUNITY ED CLASSES

## WEAKNESSES

POOR RETENTION  
DISTANCE FROM CAMDEN  
INSUFFICIENT HOUSING  
LOW SALARIES  
FACULTY/STAFF COMMUNICATION  
IN ON-LINE PROGRAMS  
COMPLACENCY SELECT FACULTY/STAFF  
LACK OF SERVICES/ACTIVITIES  
FOR NON-TRADS  
ON-CAMPUS EXTRACURRICULAR ACTIVITIES  
COMMUNICATION ACROSS CAMPUS  
# OF HATS EMPLOYEES WEAR  
CAMPUS SECURITY  
CONDITION OF OFF-CAMPUS HOUSING  
NAME RECOGNITION  
ADVERTISING  
CUSTOMER SERVICE  
PARKING  
ALUMNI OUTREACH

## THREATS

LOSS OF POPULATION  
PERCEPTION OF 2-YEAR SCHOOLS  
PERCEPTION OF SAUT  
STATE FUNDING  
DECLINING ENROLLMENT  
AGE OF FACILITIES/EQUIPMENT  
LACK OF BUSINESSES IN CAMDEN  
NEGATIVE STUDENT BEHAVIOR  
DECREASE IN UNEMPLOYMENT RATE  
BABY BOOMER RETIREMENTS  
ABSENCE OF SUCCESSION PLANS  
UNQUALIFIED WORKFORCE – SKILLED LABOR