

SWOT Analysis Overall Results (Top 5)

Top 5 Strengths

- Affordability/value, 22.1%
- Instruction quality, 9.1%
- Programs offerings, 7.5%
- Accessibility/recruitment, 6.4%
- Student centeredness, 6.0%

Top 5 Weaknesses

- Collaboration between district and colleges, 13.9%
- Communication (internal; external), 12.2%
- Graduation/completion, 8.1%
- Process improvement, 6.8%
- Data-informed decision making, 6.1%

Top 5 Opportunities

- Workforce needs (capitalize on workforce demands for emerging industry programs; trained/skilled workers by existing and incoming industries/ companies), 16.4%
- Annexation leading to increased enrollment and revenue, 15.1%
- Articulation agreements with four-year institutions, 13.5%
- Establish/strengthen partnerships, 12.2%
- Technology (demand for new technologies; distance education; etc.), 12.2%

Top 5 Threats

- Funding reductions, 21.8%
- High school misalignment with colleges, 12.0%
- Student/citizen issues (poor preparation, illiteracy, LEP), 10.3%
- Accountability requirements, 8.5%
- Competition from other higher education institutions, 7.4%