

**SOUTHERN UNION STATE COMMUNITY COLLEGE, HEALTH SCIENCES DIVISION**

**ASSOCIATE DEGREE AND PRACTICAL NURSING: S.W.O.T. Analysis**

The Strategic Planning Committee is in the process of updating the long-range Strategic Plan for Southern Union. The first step in the process is to develop a list of internal strengths and weaknesses and external opportunities and threats. The second step will be to develop a plan with SMART goals. A SMART goal is specific, measurable, attainable, results oriented, and time framed. Please complete this form and return it to Robin Brown. The information will help us develop a plan that will lead to improved services and resources.

| <b><u>Strengths</u></b>   | <b><u>Opportunities</u></b>   |
|---|---|
| <ol style="list-style-type: none"> <li>1. Educational level of faculty</li> <li>2. Knowledgeable and innovative faculty, at least 50% have part-time jobs in Healthcare facilities to help keep practice current.</li> <li>3. Strong partnerships with local clinical agencies</li> <li>4. Supportive leadership</li> <li>5. NLNAC Accreditation</li> <li>6. Simulation Lab</li> <li>7. Advisory Committee Involvement</li> <li>8. Job placement rates</li> <li>9. State level committee involvement by several faculty members, Chair, and Dean</li> </ol> | <ol style="list-style-type: none"> <li>1. Partnerships with hospitals or other clinical agencies</li> <li>2. Continuing education</li> <li>3. Grant opportunities</li> <li>4. Partnerships with community agencies</li> <li>5. State curriculum changes to improve programs</li> </ol>  |
| <b><u>Weaknesses</u></b>  | <b><u>Threats</u></b>   |
| <ol style="list-style-type: none"> <li>1. Limited number of qualified Nursing Faculty</li> <li>2. Limited clinical space</li> <li>3. Limited classroom and lab space</li> <li>4. Recruiting</li> <li>5. Moving Sim lab</li> </ol>   | <ol style="list-style-type: none"> <li>1. Increasing tuition</li> <li>2. Qualified faculty shortage</li> <li>3. Technology</li> <li>4. Salary issues</li> <li>5. Budget constraints to maintain pace with advancing equipment</li> <li>6. Job placement</li> <li>7. Competition for available clinical spaces with hospitals</li> <li>8. Funding</li> <li>9. Changing job markets</li> <li>10. Competition with Nursing programs within 50 mile radius</li> <li>11. Poorly prepared students</li> </ol> |