

SWOT Analysis Validation Exercise

Prepared by CARDET



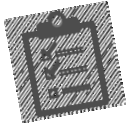
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Checklist Guide



This Checklist Guide of SWOT Analysis provides a series of steps to assist institutions in developing an e-learning strategy in HEI, and to guide them in putting the factors derived from the analysis into practice. This checklist also will be useful to institutions in discussing with governments and other stakeholders the development of an e-learning strategy. The following Checklist articulates a set of steps as described below:

STEP 1

- ✓ Establish a planning and implementation team and assign roles and responsibilities (create a list of 10-15 people together with their responsibility towards SWOT analysis process).

Recruit members from HEIs' staff, faculty, careers, IT and student representatives and assign roles (i.e. e-learning developer, e-learning curriculum designer, e-learning content developer, Stakeholder, Distance learning unit administrator, Instructional designer, IT officer, instructor, DL instructor). Respondents' should include at least 3 high level decision-makers [Rector and 2 Dean(s) of Departments from Education and ICT or a closely related field]. The established committee will be the same for the development of the e-learning strategy (output of WP2).

STEP 2

- ✓ Identify the present mission, vision and strategic objectives of the institution.

STEP 3

- ✓ Examine the current state of the institutional infrastructure
- ✓ Analyse the current state of e-learning at the institution
- ✓ Review all four categories in detail to gain a clear understanding of SWOT definitions and components

STEP 4

- ✓ Conduct SWOT analysis by capturing SWOT factors which are relevant in each of the four categories

- ✓ List your institution's strengths / weaknesses and potential opportunities / threats by completing the SWOT worksheet (see **Error! Reference source not found.**)
- ✓ Prioritize 2 - 4 most important items per SWOT category (low priority, average priority and high priority)
- ✓ Report key points from SWOT analysis

STEP 5

- ✓ Develop a visual element report to show what the impacts of strengths and weaknesses are on opportunities and threats
- ✓ Prepare a SWOT report
- ✓ Present the report internally to get feedback

This report will aid the development of an e-learning strategic plan which is the outcome of WP2.

STEP 6

- ✓ Refine and finalize report
- ✓ Share with consortium



SWOT Analysis Worksheet

Internal Factors	Prioritization		
	Low Priority	Average Priority	High Priority
Strengths (+)			
Weaknesses (-)			

External Factors	Prioritization		
	Low Priority	Average Priority	High Priority
Opportunities (+)			
Threats (-)			