

Strengths/Weaknesses/Opportunities/Threats (SWOT) Summary - 2006

During the 2006 Strategic Planning Retreat, the Expanded ThunderTeam participated in a compilation of institutional strengths, weaknesses, opportunities, and threats. ThunderTeam members listed and discussed their entries in each of the four categories and then grouped similar topics together. Each of the members was given a total of 12 dots to use in voting for the most important entries in all categories. The entries are listed in descending order in each category from those that received the most votes to those that received the least. This environmental scan is one component used by ThunderTeam to develop the strategic plan.

STRENGTHS		WEAKNESSES	
***** **	Systematic culture of performance improvement through the use of the Baldrige criteria	***** ***** ****	Not meeting demand for online courses, late entry into the market, and slow to hire adjuncts trained in quality DL instruction
*****	Support services for students, online tuition payment, installment plans, low tuition, and transfer course mix	***** *	Shortage of career counselors to assist students with educational/career goals
*****	Distance learning emphasis with faculty who are excited about online classes and support from ThunderBbolt	*****	Lack of consistent QEP implementation and clear direction for all employees
*****	High employee morale, high energy employees, a culture of learning and sharing	*****	Lack of action based on Program Review
****	Good relationships with local employers/chambers/UTD	*****	Lack of agility in response to tech-occ market and contact hour downturn
*	National role model organization	****	Lack of security systems, awareness of security protocols and emergency preparedness
*	ThunderWater Organizational Learning Institute	***	Inadequate succession planning for next generation leaders
*	Diverse student body and employees/ excellent recruiting for under-represented groups		
*	Strong support for volunteerism among Emeritus students and others		

OPPORTUNITIES		THREATS	
***** ***** *****	Relationships with non-service area high schools to provide dual credit via distance learning, engineering - UTD transfer connection, RCHS – full implementation and expansion	***** *****	High cost of textbooks
***** ***** ****	Developing partnerships with the manufacturing segment of RLC's Garland service area for workforce training	***** ****	Changing neighborhood and increased crime rate
***** *****	The demand for Distance Learning opening new markets	***** ****	Four-year universities violating the spirit of the "core curriculum" by requiring additional classes for graduation
**	Document/Improve return on investment on Professional Leave and Travel	***** ****	Continuing decline in tech-occ program contact hours and CE enrollment
*	More extensive use of environmental scanning	*****	Speed of increasing student demand for distance learning courses
*	New jobs of the future requiring certificate level training, not BS or BA	****	Rising cost of utilities/gasoline
*	Grow our own textbooks/CDs with Department of Education/NSF funded grants	****	Lack of progress in construction financed by bonds/constrictive District policies
*	Podcasts: Course content, message from President, descriptions of ThunderValues	**	Flat budget revenues
		**	Post Baldrige ennui/lethargy
		*	Knowledge transfer – retirement eligible numbers growing