

# SWOT Overviews

## 1. Strengths

- a. Care for students/Shared focus on student success
- b. Faculty/Staff (“We run lean with fewer support staff and leaders handling all of the same tasks”, “Small and nimble”, “We do more with less”)
- c. Affordability
- d. Student Activities
- e. Bachelor degrees
- f. Work-life balance encouragement
- g. Recruitment
- h. CETL
- i. Inclusivity
- j. Class Size

## 2. Weaknesses

- a. Thin staffing/Lack of adequately trained staff
- b. Employee Retention (outside of budget and pandemic cuts)
- c. The image of GHC in the community (13<sup>th</sup> Grade)
- d. Lack of presence/involvement in community events
- e. Communication (the left hand doesn’t know what the right hand is doing)
- f. Lack of coherent, targeted marketing strategies
- g. Inefficient processes for tracking/recording/reporting
- h. Doing things a certain way because that’s how it’s always been done
- i. Reliance on part-time faculty

## 3. Opportunities

- a. Rebuilding the workforce
- b. Collaboration with partners
- c. Continued development of innovative and unique degree offerings
- d. Available technologies
- e. Surveys to increase awareness/Root cause analyses
- f. Rebranding
- g. Continuing education efforts
- h. Better advertisement of available resources.
- i. Connecting courses to eventual career outcomes/usefulness (STEM usefulness for humanities majors, etc.)
- j. Off-the-clock student activities to accommodate working students
- k. Weekend/evening services

## 4. Threats

- a. Funding
- b. Burnout/Workload
- c. Enrollment cliff
- d. Economic pressures on students (cost of living, etc.)
- e. Lack of collaborative efforts between departments
- f. Lack of on-campus student engagement (increase in online learning options)
- g. Lack of adequate data collection/request/analysis by individual departments
- h. Amount of choice for higher education in our area.