



Section 3.0 – SWOC Analysis
 Staff Development/Program Review 2014
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SWOC Analysis

SWOC analysis is typically broken up into two influences: internal and external.

- ❖ Strengths and weaknesses are what the department or discipline has internal to itself.
- ❖ Opportunities and challenges are external factors.
- However, you can discuss internal opportunities and challenges as well.

Why a SWOC Analysis?

A Strengths, Weaknesses, Opportunities, and Challenges (SWOC) analysis helps you identify the positives and negatives inside your program and outside of it in the external environment.

Your department can use this resource for short term planning in Section 5.0 and/or long-term planning in Section 6.0.

Developing and using a SWOC analysis

- ❖ Develop a habit of mind: Develop strategies for change based on the program strengths and characteristics using what is known as a SWOC analysis.
- ❖ Get your department or discipline members to perform the analysis with you.
- ❖ Involve a diverse group of stakeholders in creating the SWOC assessment. Involve your dean and other staff members familiar with your department.
- ❖ Conduct a SWOC analysis meeting and generate a list of internal strengths and weaknesses and external opportunities and challenges.
- ❖ Discuss at the division level; make sure others' points of views are included as well as your own.

Make Informed Decisions and Plans Using SWOC

- ❖ Use the data in Section 2.0 to discover or confirm areas for action and improvement.
- ❖ Use SWOC analysis in conjunction with your data, trends, and division action plans as a tool to discover or confirm areas for action and improvement.

Resources you might use

- What did your SWOC look like in the last review cycle? It is in Section 2 of your 2011-2012 self-study.
- Was it mentioned in the Reader's Report?
- What does the [Reader's/Writer's Guide](#) say about SWOC in Section 3.0?



- How do you plan to update your SWOC from the last cycle?
- Do you know your division 2013-2015 action plans?
- How do your strengths, weaknesses, opportunities, and challenges relate to your division action plans?
- Can you develop your own action plans based on your SWOC?

Worksheet Handout

Brainstorm...

- Develop a list of S, W (the internal)
- Develop a list of O, C (the external)
- Use data from Section 2 to support development of the list.
- Any additional external in S,W or internal influences in O,C include them.



Approaches – List your S, W

- Don't be too modest when listing your strengths. If you're having difficulty naming them, start by simply listing your characteristics (e.g., we're small, we're connected to the community by ___).
- Although the strengths and weakness of your program are your internal qualities, don't overlook the perspective of people outside your group. Identify strengths and weaknesses from both your own point of view and that of others--those you serve or deal with. Do others see problems--or assets--that you don't? Any discussions from division meetings?

Internal Factors S,W

- **Listing Your Internal Factors: Strengths and Weaknesses (S, W)**
- Internal factors include your resources and experiences. General areas to consider are:
 - Human resources - staff, volunteers, board members, target population
 - Physical resources - your location, building, equipment (Does your building have a prime location? Does it need renovations?)
 - Financial - grants, funding agencies, other sources of income
 - Activities and processes - programs you run, systems you employ
 - Past experiences - building blocks for learning and success, your reputation in the community

External Factors O,C

No division, program, or discipline is unaffected by outside events and influences. Cast a wide net to develop this list.

List community influences – both ways

I influence our community by _____

The community influences us by _____

Think about the rest of the campus... replace community with students, staff, faculty, administration

External Factors

- Cast a wide net for the external part of the assessment. No division, program, or discipline is unaffected by outside events and forces. Consider your connectedness, for better and worse, as you compile this part of your SWOC list.
- Forces and facts that your group does not control include:
 - Future trends - in your field? or the culture
 - The economy - local, national, or international
 - Funding sources - foundations, donors, legislatures
 - Demographics - changes in the age, race, gender, culture of those you serve or in your area
 - The physical environment (Is your building in a growing part of town? Is the bus company cutting routes?)
 - Legislation (Do new federal requirements make your job harder or easier?)
 - Local, national or international events

Questions?

