**Potential Program Review SWOT Analysis Design DRAFT**

**SWOT Analysis should be focused on how internal and external issues impact the student.**

Consider things such as: community partnerships, extra-curricular activities, transfer rates, completion rates, employment rates, earnings, program majors, disaggregated data, and student learning outcomes/competencies/skills as you answer the SWOT questions.

| | | |
|---|---|---|
| Internal | **Strengths:** Positive attributes of the program<br>▪ What strengths does the analysis of the student data reveal?<br>▪ Are there specific aspects of the program that are exemplary or could serve as a model?<br>▪ What do others see as the program's strengths?<br>▪ How well are students meeting learning outcomes, skills, or competencies? | **Weaknesses:** Gaps or challenges in the program<br>▪ What gaps does the analysis of the student data reveal?<br>▪ What disproportionate gaps need to be addressed?<br>▪ What are areas in which the program could improve (curriculum, scheduling, modality, other?)<br>▪ Where are there gaps in how students are meeting learning outcomes, skills, or competencies? |
| External | **Opportunities:** External conditions that may positively impact the program<br>▪ Where are potential opportunities for expansion, improvement, or new program development?<br>▪ What are some industry or disciplinary trends that could enhance the program? | **Threats:** External conditions that may negatively impact the program<br>▪ How are changing resources, technology, employer, or transfer requirements affecting the program's ability to serve students?<br>▪ What are some current industry or disciplinary trends that could have a negative impact on the program?<br>▪ What other obstacles does the program face? |

| **Mission and Mission Priorities** | |
|---|---|
| MJC is committed to transforming lives through programs and services informed by the latest scholarship of teaching and learning. We provide a dynamic, innovative, undergraduate educational environment for the ever-changing populations and workforce needs of our regional community. We facilitate lifelong learning through the development of intellect, creativity, character, and abilities that shape students into thoughtful, culturally aware, engaged citizens. | • **Scholarship-based programs & services. "***Programs and services informed by the latest scholarship of teaching and learning"*<br>• **Innovative education.** *"Dynamic, innovative, undergraduate educational environment"*<br>• **Equity.** *"Ever-changing populations (of our regional community)"*<br>• **Workforce Needs.** *"Workforce needs of our regional community"*<br>• **Values.** *"Intellect, creativity, character, and abilities that shape students into thoughtful, culturally aware, engaged citizens"* |

CONCEPT

**PROGRAM ANALYSIS – List bullets or short responses to the SWOT questions**

(Be specific in the discussion of student data)

| | |
|---|---|
| **Internal Strengths -** Positive attributes of the program | |
| 1. What strengths does the analysis of the student data reveal? | |
| 2. Are there specific aspects of the program that are exemplary or could serve as a model? | |
| 3. What do others see as the program's strengths? | |
| 4. How well are students meeting program learning outcomes, skills, or competencies? | |
| **Internal Weaknesses -** Gaps or challenges in the program | |
| 5. What gaps are observed by reviewing the student data? | |
| 6. What disproportionate gaps need to be addressed? | |
| 7. What are areas in which the program could improve (curriculum, scheduling, modality, other?) | |
| 8. Where are there gaps in the program on how students are meeting learning outcomes, skills, or competencies? | |
| **External Opportunities -** External conditions that may positively impact the program | |
| 9. Where are potential opportunities for expansion, improvement, or new program development? | |
| 10. What are some industry or disciplinary trends that could enhance the program? | |
| **External Threats -** External conditions that may negatively impact the program | |
| 11. How are changing resources, technology, employer, or transfer requirements affecting the program's ability to serve students? | |
| 12. What are some current industry or disciplinary trends that could have a negative impact on the program? | |
| 13. What other obstacles does the program face? | |

CONCEPT

**Two-Year Goal Setting and Activities**

**1. Based on your program SWOT responses, set three measurable goals to work toward in the next year** (two years?)**, including goals to mitigate identified gaps in delivery modalities and/or student subpopulations**. **Link each goal to one of the five mission components:**

- **Programs/services based on the scholarship of teaching and learning**
- **Innovative education**
- **Equity**
- **Workforce Needs**
- **Values** (intellect, creativity, character, abilities)

Consider goals in one or more of these priority areas: curricular, instructional delivery, professional development, transfer or employer alignment work. *Example: Increase the number (or percentage)/reduce the performance gap of students who enroll, or complete, or transfer, or place into an internship, or demonstrate institutional learning outcomes, or earn a living wage . . .*

| Program Goal | Mission Alignment |
|---|---|
| 1. | |
| 2. | |
| 3. | |

**2. Based on your three goals, list 3-5 specific activities that will lead you to achieve your goals:** *Example: redesign curriculum, develop a capstone/service learning experience, pilot a compressed, cohort program delivery, develop partnerships with university faculty or employers, research and implement strategies to increase completion rates for minority student populations. (NOTE: identify activities you can accomplish with current or readily available resources. Connect requested resources below to implementing these activities. Program improvement activities are not necessarily dependent on additional resources).*

| Activities | In support of Goal #: | Outcome or Deliverable |
|---|---|---|
| 1.<br>2.<br>3.<br>4.<br>5. | | |

**3. What resources do you need to accomplish your goals and activities?** *Be specific and connect resource requests to identified goals. Think creatively by avoiding the pitfall that more resources lead to better outcomes.*

| Category | Request | Activity #: | Estimated Cost |
|---|---|---|---|
| Prof Devel. | | | |
| Equipment | | | |
| Technology | | | |
| Personnel | | | |
| Facilities | | | |
| Other | | | |

CONCEPT