

SWOT ANALYSIS WORKSHEET

OVERVIEW

SWOT stands for Strengths, Weaknesses, Opportunities, and Threats. A SWOT analysis will guide you in identifying strengths and weakness within your department and thinking about opportunities and threats that exist outside of your department.

In addition to informing your program review, it will help your department:

- Celebrate and build on what is going well
- Identify areas to improve or streamline
- Prepare for changes or challenges coming from the external environment
- Focus your planning and resources where they are most needed



INSTRUCTIONS

On the other side of this page is a basic SWOT grid. Fill it out as best you are able from your own perspective. There will also be time to complete this in the SWOT workshop. You will then work in small groups to create a comprehensive SWOT that is reflective of and summarizes the viewpoints of the full department.

QUESTIONS TO GUIDE YOUR REFLECTION

Use the following questions to get your thoughts moving. You do not have to answer every question, or even any of the questions, but they are there to help you organize your thoughts.

Strengths

- What does your area do well?
- What do others say your area does well?
- What about your area are you most proud of?
- What recent successes has your area had?
- What unique resources can you draw on?

Opportunities

- What opportunities are open to your area?
- Are there upcoming changes in technology, policy, or student needs you could use to your advantage?
- What trends could your area take advantage of?
- How could collaboration with other departments or outside organizations help your area grow?
- How can you turn your strengths into opportunities?

Weaknesses

- What could your area improve?
- What processes cause friction or delays?
- What are others likely to see as weaknesses?
- What feedback have you received that shows an area of improvement?
- Where do you see resource gaps (such as people, technology, space, equipment, finances)?

Threats

- What external factors could hinder your success (such as budget cuts, policy shifts, turnover)?
- Are students or other customers asking for something your area cannot current provide?
- Are there risks in continuing with the status quo?
- What is your competition doing?
- What threats do your weaknesses expose you to?

Department Name:

Employee Name:

STRENGTHS	WEAKNESSES
OPPORTUNITIES	THREATS