

## Suggestions for Success & SWOT Analysis

- Meet with your dean early to discuss strategic planning, program review and resource requests **- September please!**
- Add the following activity to your next department meeting.
- Writers that incorporate the following exercises into their department meeting to discuss faculty responses should experience a reduction in their time spent on program review, strategic plan and resource requests, and a better overall report.

### Program/Department Strategic Planning

Program SWOT			
Strengths (Internal)	Weaknesses (Internal)	Opportunities (External)	Threats (External)
1.	1.	1.	1.
2.	2.	2.	2.
3....	3....	3....	3....

**Suggested Activity:** Meet with stakeholders and identify program/department major strengths, weaknesses, opportunities and threats (SWOT) in achieving the program's/department's strategic plan by doing the following:

1. Divide participants into groups according to strategic planning goals (G1, G2, G3...)
2. Have each group identify/list the program's SWOT for each strategic goal. The group should also list the resources needed to address the SWOT,
3. Have groups report out/share SWOT outcomes and common themes, and then
4. Revise goals and objectives and prioritize resource needs. ***This part could be achieved at a follow-up program/department meeting if time runs out.***

**Supplies:** Provide last year's strategic plan.

*This process helps to focus planning efforts for the upcoming year and supports and justifies requests for resources.*

Use the table above as a guide!