

# CSU-Pueblo SWOT Analysis, Summer 2018

UNIT: \_\_\_\_\_ (flip over for participant list) DATE: \_\_\_\_\_

INTERNAL

**Criteria Examples**

- Core competencies
- Competitive advantages
- Resources, assets, people
- Experience, knowledge, data
- Innovations
- Location or geographical area
- Price, value, quality
- Accreditations, qualifications, certifications
- Processes, systems, communications
- Financial systems or reserves/existing ROI

**STRENGTHS**

**WEAKNESSES**

**Criteria Examples**

- Gaps in capabilities
- Lack of competitive strength
- Reputation, presence, and reach
- Financials
- Own known vulnerabilities
- Funding, continuity, sustainability
- Reliability of data, predictability
- Morale, commitment, leadership
- Accreditations, etc.
- Unknowns

**Criteria Examples**

- Market Developments
- Competitors' challenges
- Industry or workplace trends
- Technological developments and innovations
- Global influences
- Niche target markets
- New programming
- Tactics: marketing, major donors, etc
- Partnerships, collaborations
- Information and research or data
- New student markets

**OPPORTUNITIES**

**THREATS**

**Criteria Examples**

- Political effects
- Legislative effects
- Environmental effects
- IT developments
- Market demand
- New technologies, services, innovations
- Vital donors, contracts, or partners
- Sustaining internal capabilities
- Loss of or need for key personnel
- Economy, domestic/global
- Higher Education market trends

POSITIVE

NEGATIVE

EXTERNAL

