



Understand your current situation

(SWOT Analysis)





Understand your current situation (SWOT analysis as a tool)

SWOT analysis needs to be done before you commit to write your university's strategic plan and actions. The analysis should help you to assess internal factors that might affect your business (strengths and weaknesses) and external factors (opportunities and threats). You will need to review and act on the results from the SWOT analysis

SWOT analysis is a strategic planning and strategic management technique used to help a person or organization identify Strengths, Weaknesses, Opportunities, and Threats related to business competition or project planning. It is sometimes called situational assessment or situational analysis.

An effective planning process starts with a thorough understanding of your current situation.

You can start by asking these questions:

- *What are our core competencies?*
- *Which important KPIs are trending over the last few years upwards?*
- *Where do we notice a drop in performance? What led to this drop?*
- *Where do we want to be in 5 or 10 years?*
- *Do we need to develop new programs?*
- *How do we get there?*
- *What external factors can impact us in the future?*

Search for answers and go deep into every department and aspect of your institution. From financial health and university rankings to student enrollment, retention rates, and placement rates.

Next, understand the expectations and needs of your internal and external stakeholders.

Remember, top-down approach doesn't work for universities. Higher education institutions are highly interconnected with their community and shouldn't neglect its interest when making strategic decisions.





Collect feedback from every stakeholder group whose expectations affect your performance:

- *Students*
- *Alumni members*
- *Faculty members & campus community*
- *Community groups*
- *Senior administrators*
- *External partnerships*

Include their input into planning and translate it into the institution's major goals.

❖ **Then based on the above concept, use SWOT analysis as a tool to identify your Strengths, Weaknesses, Opportunities, and Threats related to your university.**

- 1. Strengths: (Write about your strengths)**
- 2. Weaknesses: (Write about your Weaknesses)**
- 3. Opportunities: (Write about your Opportunities)**
- 4. Threats: (Write about your Threats)**

Finally depending on the result you got from SWOT analysis you can start to develop your strategic plan.

