

SWOT Analysis

Good to Great May 2023



ALAMO COLLEGES DISTRICT
St. Philip's College



Strengths

- HBCU and HSI status
- Engagement in the community
- Safe work environment
- Professional development and training opportunities
- Workforce Programs
- Focused on students first
- Student Advocacy and wrap around services
- HEERF and Title III funding
- Affordable



Weaknesses

- Recruiting faculty with specialized credentials for high wage/high demand instruction & programs
- Faculty capacity
- Too much DSO oversight – more SPC autonomy wanted
- ACD-wide budget management
- Communication – how information shared within the institution
- Change management – either not enough communication or some are resistant to the change
- Diversity, equity and inclusion perceptions
- Lack of a dining facility



Opportunities

- Provide Guardian Portal training to familiarize students and employees with the portal
- Enhance change management communications plan
- Expand workforce (CTE) programs
- Expand online/remote services
- Create an Evening/Weekend Coordinator role for classes
- Offer a post associate certificate for those changing careers or who need to take specific classes to enter BAT programs
- Operationalize procedures and discuss barriers/obstacles that may occur, regardless of where those barriers/obstacles may exist
- Leverage the mission, vision and values to set team, department and division goals



Challenges

- Texas Senate decided to prohibit diversity, equity and inclusion offices, programs and training on public college campuses
- Potential enrollment impact as the COVID relief funds begin to dwindle; projected enrollment cliff of 2025
- Sustaining technology after HEERF dollars are spent
- External limitations (DSO) on program marketing
- Reduced funding, budget, vacancies, inflation
- Competitive offerings at other college campuses and enrollment
- Competitive for-profit schools