

# SWOT Analysis

Good to Great April 2021



ALAMO COLLEGES DISTRICT  
St. Philip's College



## Strengths

- Rich college history; HBCU and HSI
- Diverse, talented and knowledgeable faculty and staff
- College renovations, new buildings, facilities
- Agility/adaptability in a changing environment
- Remote services & operations
- SafeSPaCe/student advocacy
- Comprehensive active military, veterans, and dependent support services
- Quality Matters Next Level award
- Support for all staff and students
- Inclusive and welcoming college environment
- DC/ECHS/P-TECH
- Community engagement & partnerships



## Weaknesses

- Need more context in communication across various departments
- Website navigation challenges and/or incorrect information about faculty on website
- Digital divide
- Technology support for paperwork processes
- Lack of adequate staffing, tutors, support staff, fulltime instructors
- Need for program-and college-specific marketing and advertising
- Memorandum overload and bureaucratic red tape
- Lack of written college processes for business operations
- Lack of clarity between District and institutional processes



## Opportunities

- CTE increasing distance learning
- Comprehensive strategic enrollment management plan for college
- Increase training for remote learning and working
- Support of displaced workers with new academic skills
- Assessing the success or failures of the transition to remote learning
- Accessing virtual simulation for academic programs and AS&TSB 1882
- Increased ECHS through P-TECH
- Utilize remote access to overcome physical limitations and improve operational and service quality
- Instructional Innovation Futures Project
- Expansion of advocacy and support services for students
- Emergency preparedness



## Threats

- Technological barriers
- Economic uncertainty
- Digital divide
- COVID-19 & other unforeseen disasters
- High school emphasis on UNIVERSITY attendance
- Reduction in Federal and State funding
- Impact of Government Initiatives/Decisions
- Local Competition (Proprietary School Concerns, Universities, etc.)
- National Competition (Online)
- Social/economic barriers