



S

Strengths

- HBCU and HSI designation welcomes cultural diversity and embodies rich history
- Diverse educational programs of study
- Strong community, education, and industry partnerships with various organizations and agencies
- Institutional fundraising that supports scholarships and encourages student engagement
- Qualified faculty and staff
- Growth in campus facilities infrastructure
- Culture of Ethical Decision-Making (EDM): QEP EDM is recognized by SACSCOC

W

Weaknesses

- Improve written/verbal communication plan and work process
- Effective utilization of technology, resources and training for faculty, staff, and students
- Enterprise application efficiency, including student information systems across the board
- Capacity to serve increasing numbers of Early College High School and Dual Credit students
- Increase the number of faculty liaisons to collaborate with ECHS and Dual Credit programs
- Increased work expectations/opportunities



Internal

O

Opportunities

- Collaborate within Eastpoint Promise Zone, small businesses and International institutes
- Market our unique programs and special designations (i.e. Welding, Automotive Collision, HBCU and HSI etc.)
- Maximize and utilize internal talent for innovation, professional development, and promotions
- Collaborate with area universities and colleges to develop advising guides for curriculum alignment and transfer opportunities
- Collaborate with middle schools and high schools for FTIC students

T

Threats

- Increasing financial/budget constraints
- Increasing competition (i.e. proprietary institutions)
- Local, State and Federal regulatory actions (i.e. Secretary of Education funding for HBCUs)
- Inability to hire staff as needed
- Political uncertainty
- Travel bans effecting international students
- Decreasing autonomy (remove uniqueness of each institution) outsourcing by DSO



External