

SWOT Analysis

SWOT analysis is a commonly used process wherein members of an organization will identify and discuss the organization's strengths, weaknesses, opportunities, and threats. Strengths and weaknesses are those internal to the organization; opportunities and threats are external.

Guiding Questions for SWOT Analysis

In this meeting we will discuss COM's strengths, weaknesses, opportunities, and threats. Please think about these in advance of the meeting and come prepared to discuss them. Some guiding questions include:

Knowing what you know about COM, what are our internal strengths and weaknesses?

What are the external opportunities and threats?

What are the likely impacts of identified opportunities and threats? Is the impact major, minor, or will it have no effect?

Knowing what you know about the external environment and the college itself, how are we poised to take advantage of opportunities and to respond to threats?