



## SWOSU College of Pharmacy 2012 Strategic Planning Initiative SWOT Analysis and Goal Setting

As part of the strategic planning process, all stakeholders are asked to identify areas which you perceive are *strengths and weaknesses* of the College of Pharmacy. In addition, stakeholders are also asked to help identify potential *opportunities and threats* that may impact us positively or negatively. This process, known as a SWOT analysis, will help lay the framework for identification of areas that need attention as we develop our strategic plan. The template below will provide space to include your thoughts concerning these various areas. After the template, you will also find a few questions regarding long-range goals and planning. Your responses will help us to focus on items for our strategic plan. Please “think big” as we want to continue to grow and develop the programs and services that the College of Pharmacy provides.

We appreciate your participation in the strategic planning process and look forward to getting your input.

Please select your status as a College of Pharmacy stakeholder:

☐ administration    ☐ faculty    ☐ student    ☐ alumnus    ☐ preceptor  
☐ staff    ☐ other (please specify: \_\_\_\_\_)

### SWOT Analysis Template

A few examples are provided under each of the categories below. Feel free to disregard them by marking them out if you do not feel they apply to the SWOSU COP.

STRENGTHS	WEAKNESSES
<i>Examples:</i> Teaching intensive, small class size with a focus on students. Long-term affiliations with key medical centers, hospitals, and healthcare groups.	<i>Examples:</i> Lack of technology infrastructure. Lack of research infrastructure.

**SWOT Analysis Template (cont.)**

<b>OPPORTUNITIES</b>	<b>THREATS</b>
<p><i>Examples:</i> Development of a rural health initiative. Develop collaborative research relationships.</p>	<p><i>Examples:</i> State economy and budget cuts. Experiential sites for IPPE and APPE rotations are becoming tight.</p>

**Goal Setting Questionnaire**

What would you like to see the College of Pharmacy accomplish in the next 5-10 years (short-term and mid-range goals)?

*Example: Develop a comprehensive assessment program to provide continuous quality improvement within the program.*

What would you like to see the College of Pharmacy accomplish in the next 10-20 years (long-term goals)?

*Example: A stand-alone building to house the College of Pharmacy and provide ample teaching, laboratory, office, and research space for College of Pharmacy activities.*

***Please feel free to include additional comments on a separate sheet of paper if the room above is insufficient.***