

## SWOT Analysis

<p><b>PROJECT DESCRIPTION/GOALS</b></p> <p>A SWOT Analysis builds on the Environmental Scan, looking at and defining the strengths and weaknesses of the internal environment of the organization, as well as the identifying opportunities and threats within the environment external to that organization. The goal is to maintain, build and leverage strengths; prioritize and optimize opportunities; remedy or eliminate weaknesses; and counter threats.</p>	<p><b>DELIVERABLES</b></p> <ul style="list-style-type: none"><li>• Report on SWOT outcome</li><li>• Warehouse of information used in analysis</li></ul>
<p><b>PROJECT SCOPE</b></p> <p>In Scope:</p> <ul style="list-style-type: none"><li>• All functions of the University as a whole as well as the individual functioning of each college.</li></ul> <p>Out of Scope:</p>	<p><b>ASSUMPTIONS</b></p> <ul style="list-style-type: none"><li>• There is strong history/literature available on SWOT Analysis in university settings and from UWRF LTP SWOT Analysis</li><li>• Data from the last SWOT Analysis will be reviewed</li><li>• There is significant data available to complete an Analysis</li><li>• The SWOT Analysis will build on the Environment Scan</li><li>• The SWOT Analysis will be the basis for planning at the University as well as college level</li></ul>
<p><b>MILESTONES</b></p> <ul style="list-style-type: none"><li>– Launch project &amp; finalize charter clearly defining the object of the analysis</li><li>– Complete literature review</li><li>– Complete national model review</li><li>– Draft summary report</li><li>– Project completed</li></ul>	<p><b>PROJECT TEAM</b></p> <p><b>Project Leader:</b> Jennifer Borup</p> <p><b>Team Members:</b></p> <ul style="list-style-type: none"><li>Joy Benson</li><li>Brad Caskey</li><li>Melissa Wilson</li><li>Dave Trechter</li><li>Molly Van-Wagner</li><li>Dale Braun</li></ul>