

2009-2010 Environmental Scan

STRENGTHS

1. Small Class size/personal touch
2. Increased e-learning
3. Affordable tuition/high value)
4. Small enough to be agile
5. Quality programs

WEAKNESSES

1. Limited Funding
2. Inconsistent alignment in applying strategic priorities
3. Technology/On-line/ITV
4. Lack of timely action, responses, documentation of results
5. Faculty & staff salaries
6. Low Morale

OPPORTUNITIES

1. E-Learning
2. Dual enrollment
3. Displaced Worker Program
4. Institutional Advancement/Marketing /Community Relations
5. New Programs/Learning from Listening to Customers/Stakeholders:
MSW; MOT; Doctoral Leadership in Education program; course sharing

THREATS

1. Decreasing state support at the same time that cost components are increasing
2. Economic conditions
3. Continuing rapid changes in technology
4. Demographic and Economic Changes
5. Increasing WNMU online enrollment