

*Faculty for the Engaged Campus*  
*Pre-Charrette Assignment ~ Deadline: May 9, 2008*

## SWOT Analysis

**What is a SWOT analysis?** A SWOT analysis is a framework developed for organizational or business strategic planning that can be used to identify internal and external factors that can help inform decision-making. Simply put, by understanding the four aspects (**S**trengths, **W**eaknesses, **O**pportunities and **T**hreats) of an organization's situation, it is possible to leverage and capitalize on the positive (strengths and opportunities) and correct or deter the negative (weaknesses and threats).

**What is your team supposed to do with this process and form?** In this instance, we are using it to focus on faculty development around community-engaged scholarship on your campus. Please use the form below for your team to do a situational analysis of your institution's faculty development around community-engaged scholarship. Keep in mind the following:

1. This should be completed as a team exercise (not as individuals).
2. Strengths and weaknesses are *internal* to your institution.
3. Opportunities and threats are *external* to your institution.
4. Distinguish between where you are now and where you could be in the future.
5. Be as specific as possible.
6. Keep it short and simple.
7. A SWOT is subjective.

Send your completed form via email to Lynn Blanchard at [ccps@unc.edu](mailto:ccps@unc.edu)

Focus: Faculty development around community-engaged scholarship on your campus.

Name of Your Institution:

<p style="text-align: center;"><b>Strengths</b></p> <p>What do you do well?                      What do others see as your strengths?                      What resources do you have to draw on?</p>	<p style="text-align: center;"><b>Weaknesses</b></p> <p>What could you improve?                      Where do you have fewer resources than others?                      What are others likely to see as weaknesses?</p>
<p style="text-align: center;"><b>Opportunities</b></p> <p>What good opportunities are open to you?                      What trends can you take advantage of?                      How can you turn your strengths into opportunities?</p>	<p style="text-align: center;"><b>Threats</b></p> <p>What trends could harm you?                      What is your “competition” doing?                      What threats do your weaknesses expose you to?</p>