

University of South Carolina Lancaster
SWOT MATRIX
October 5, 2007

	External Opportunities												External Threats					
	EMPLOYER / UNIV RELATIONSHIP	BACC ARTICULATION	PROGRAM DIVERSIFICATION	GROWING DEMAND FOR HIGHER ED.	UNIV. ADVANCEMENT	STRENGTHEN TIES WITH 6 COUNTIES	GROWTH OF ON-LINE DEGREE PROGRAMS	FINANCE/BANKING ACADEMIC PROG	ENROLLMENT FROM USC OVERFLOW	INCREASED DEMAND FOR FLEXIBLE SCHEDULING	INCREASING POPULATION / DEMOGRAPHIC CHANGES	IMPACT OF CHINA AS WORLD PLAYER	TECH. SCHOOL MISSION CREEP	WEAKENING OF LOCAL JOB MARKET	TUITION FREEZE - LEGISLATIVE OVERSIGHT OF H.E.	COMPETITION FROM ONLINE DEGREE PROGS.	PUBLIC DISSATISFACTION WITH H. E. ACCOUNTABILITY	DECLINE IN STATE FUNDING
Internal Strengths																		
CONNECTION WITH USC FLAGSHIP	X	X	X	X	X	X	X	X	X									
COMMITMENT OF FACULTY & STAFF	X	X	X	X	X	X	X	X		X								
CAMPUS LEADERSHIP	X	X	X	X	X	X		X		X								
STUDENT SERVICES	X	X	X	X				X	X	X	X							
CURRICULA & PROGRAMS	X	X	X	X			X	X	X	X								
REPUTATION	X	X	X	X	X	X	X		X									
ACCESSIBILITY	X	X	X	X		X	X		X	X	X							
BONDS WITH LOCAL COMMUNITY	X	X			X	X	X					X						
ALUMNI SATISFACTION	X				X	X	X	X										
POTENTIAL RESEARCH/GRANT WRITERS	X	X	X		X							X						
LAND TO EXPAND		X	X	X	X						X							
Internal Weaknesses																		
FACILITIES															X	X		X
MORALE														X			X	X
FACULTY CONCERNS															X	X	X	X
STUDENT CONCERNS														X		X	X	X
CAMPUS SECURITY															X	X	X	X
COURSE AVAILABILITY													X	X	X	X	X	X
PUBLIC PERCEPTION / MISPERCEPTION													X	X	X	X	X	X