Planning and Feedback Session

The purpose of this session was to conduct a SWOT session for Bismarck State College

Group: Staff focus group  
Date: 10/4/11  
Tool: Carousel

Strengths  
Top 6
- Employees
- Great facilities
- Collaborations/partnerships
- Comprehensive educational offerings
- Technology
- Class sizes

Weaknesses  
Top 5
- Rapid growth causes communication breakdowns
- Complex schedule sessions
- Serving something for everyone causes excessive workloads
- Lack of communication structure between departments
- Multiple tuition rates—a nightmare for financial planning

Opportunities  
Top 5
- Physical location
- Collaboration
- Community Partnerships
- Technical Programs/Advisory Committees
- Sports, Arts, Humanities, Business

Threats  
Top 6
- Good jobs with oil boom/economy/ this may draw potential students
- Declining enrollment in K-12
- Competition – other colleges (in state, out of state), online
- Declining rural population
- Housing availability
- Public perception of higher education in general