Planning and Feedback Session

The purpose of this session was to conduct a SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis for Bismarck State College

Group: Department Chairs       Date: September 29, 2011       Tool: Carousel Design

Strengths
- People ~ Dr. Skogen, faculty and staff
- National Programs & Recognition
- Location ~ centrally located in North Dakota
- Quality of Instruction

Weaknesses
- Lack of $ for Marketing all programs
- Perception of Higher Ed in the Legislature
- Introduction of new programs without addressing current programs ~ old programs are left in the dust

Opportunities
- No economic recession ~ there are still problems in some areas
- Visionary leadership
- Instructional technology
- Articulation with 4 year programs (Higher Ed. Center)
- Energy and oil boom
- Training need by workforce

Threats
- Lack of money
- Competition
- Change is happening fast (technology, industry and environmental changes)
- Perception of higher education by the legislature and the public
- Current oil boom depleting the student base ~ losing students to industry