Planning and Feedback Session

The purpose of this session was to conduct a SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis for Bismarck State College. Submitted by Lane Huber and Carol Flaa.

Group: Chamber – Military Affairs Group

Date: October 19, 2011

Tool: Carousel Design

Attendees: 12

Strengths

Top 5

- Partnerships - community events, business, military, 9-11 symposium
- Military Friendly
- Adaptation - adjust for the future
- Small campus but thinks Big
- Facilities - gym, bowl, Aquatic Center etc

Weaknesses

Top 5

- 2yr. vs. 4yr institution
- Admissions
- Branding
- Lack of Diversity
- Perception of BSC - of curriculum not challenging

Opportunities

Top 5

- To train workforce skills
- Online education is the way of the future
- Growth toward 4 year programs and degrees
- Career Academy Growth - push toward other high school students besides BHS/CHS attending

Threats

Top 5

- Oil Field jobs, students are leaving
- Non-resident tuition/ rising cost of tuition
- Competition of online campuses (out of state)
- Other colleges