***STRENGTHS***

**Definition:** Characteristics which contribute to your unit’s ability to achieve its mission.



*What advantages does your unit have? What do you do better than anyone else? What unique aspects can you draw upon that others can't? What do people in your field/location see as your strengths?*

**Example:**

* Growing enrollment in undergraduate and graduate programs, continuing education and professional education programs
* Increasing enrollment selectivity, with less than 40% of all applicants currently being admitted
* A significant network of loyal and committed alumni in locations throughout the world and a legacy of multi-generational enrollment (AUC)

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***WEAKNESSES***

**Definition:** Characteristics which limit your unit’s ability to achieve its mission

*What could you improve? What should you avoid? What are people in your field/location likely to see as weaknesses? What factors lose you students/faculty?*



Example:

* The JRMC journalism program is not ACEJMC accredited.
* Location of new campus from downtown Cairo and its impact on ability of faculty and students to engage in the media industry as well as have access to guest speakers.
* Not enough interdepartmental and multi- disciplinary collaborations.
* Lack of communication from the University creates unclear expectations on the part of faculty, lack of transparency on Tenure and Promotion procedures and pay scale, compensation; need more balance between teaching and research.
* Quality of students in English needs considerable improvement.

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***OPPORTUNITIES***

**Definition:** Political, technological, socioeconomic, educational changes that could create opportunities to advance

*What opportunities might your strengths create? If you overcame a weakness, would that create an opportunity? What interesting trends are occurring? Changes in market/field? Local changes? What is the likelihood of it occurring and what is the potential impact if it does?*



**Example:**

* There is a tremendous opportunity for IR to reach out to universities both nationally and in the region to contribute expertise and cement its position as the national and regional leader in the field.
* IR’s in-house expertise and the region’s need for that expertise creates an opportunity for IR to work with the university’s technology and continuing education units to develop and offer online non-academic programs in assessment and research techniques. (OIR)

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***THREATS***

**Definition:** Political, technological, socioeconomic, educational changes that could threaten your ability to achieve your mission



*What obstacles does your unit face? What are competitors doing? Is the technology changing? ? Changes in market/field? Local changes? What is the likelihood of it occurring and what is the potential impact if it does?*

**Example:**

* Rising competition in Egypt and the region
* An increased focus on quality and accountability in academic programs. AUC needs to ensure that all of the university's programs are academically rigorous and challenge students to develop the skills and abilities needed in today's knowledge-based economy.
* The transition to life on the New Cairo campus, from long commute times and lack of public transportation to increasing traffic congestion and dangerous roads (AUC)

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