

**Questions and Discussion Points to Consider
When Creating a SWOT Analysis
for the Bakersfield College Annual Program Review**

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Strengths

What are the program's/unit's STRENGTHS?

Consider discussing the following elements if applicable. The list is not exhaustive: list any strength that may be unique to your program or unit. If any item is not a strength, consider discussing it as a *weakness* or *opportunity* for improvement.

- 1) Discuss the relevancy and viability of your program/unit.
- 2) Discuss the progress of last year's program/unit goals.
- 3) List the five to ten key outcomes students should achieve to be considered successful having completed this program; or, list the performance outcomes that have been set for the unit.
- 4) For each program/unit outcome, show in which course(s) or area the outcome is taught or delivered. (A matrix could be used to depict these relationships.)
- 5) Discuss how your assessment plan is current and data-informed.
- 6) List the assessment techniques used and explain how they indicate whether they have been achieved.
- 7) Show graphically how improvement is progressing.
- 8) Show how targets have been set to maintain or improve success.
- 9) Discuss how the department collaborates with other departments, units or outside institutions.
- 10) If this program/unit offers online courses or services, show with data how these compare with traditional sections/services.
- 11) Discuss providing/supporting multiple delivery methods and how they compare to traditional methods.
- 12) Show how your program/unit compares with like institutions.
- 13) Discuss how your program/unit meets academic and/or published standards.
- 14) Discuss the number of established articulation agreements and transfer equivalencies.
- 15) Discuss how your courses meet the various General Education requirements.
- 16) List other items that indicate that your program is moving from good to great.
- 17) Discuss how your ISIT plan is current and data-informed.
- 18) Discuss how your budget requests follow the established Budget Criteria and fulfill the department's and College's goals.

- 19) Discuss FTES/FTEF data.
- 20) Discuss retention, success, and completion data.
- 21) Discuss the number and quality of faculty and staff and how they work toward student success, professional development, and achieving stated goals.

Weaknesses

What are the program's/unit's WEAKNESSES?

Consider discussing the elements listed above which you find are not strengths.

Opportunities

What are your program's/unit's OPPORTUNITIES for improvement?

Consider whether the weaknesses you discussed above could be improved – moving it from weakness to strength. Also, consider items that do not currently exist in your program/unit that could be implemented to help the program, unit, and/or College reach its goal. Even strengths can improve; therefore, an opportunity may exist to move a good strength to an outstanding strength.

Threats

What are the THREATS to your program/unit of which you have little or no control that could harm the health and/or viability of your program/unit?

This discussion often includes items from outside the College such as governmental budgets, the environment and demographics.

SWOT Chart Elements and Related Discussion Points

Chart Element	Related Discussion Points
Strengths	<ul style="list-style-type: none"> • Discuss the relevancy and viability of your program/unit • Discuss the progress of last year's program/unit goals • Discuss how your courses meet the various General Education requirements • Discuss providing/ supporting multiple delivery methods and how they compare to traditional methods • Discuss the number of established articulation agreements and transfer equivalencies • Discuss how the department collaborates with other departments, units, or outside institutions • Show how your program/unit compares with like institutions • Discuss how your program/unit meets academic and/or published standards • Discuss how your budget requests follow the established Budget Criteria and fulfill the department's and College's goals • List other items that indicate that your program is moving from good to great • Discuss similarities between assessment results and trend data
Relationship to Budget Decision Criteria	<ul style="list-style-type: none"> • Discuss how your budget requests follow the established Budget Criteria and fulfill the department's and College's goals
Outcomes Achieved	<ul style="list-style-type: none"> • List the five to ten key outcomes students should achieve to be considered successful having completed this program, or • List the performance outcomes that have been set for the unit
Assessment Results	<ul style="list-style-type: none"> • List the assessment techniques used and • Explain how they indicate whether they have been achieved
Program Data - Discussion of Findings/Impact	<ul style="list-style-type: none"> • Discuss enrollment trend data • Discuss FTES/FTEF (productivity) data • Discuss retention, success, and completion data • Discuss online courses/services versus traditional sections/services using program data • Discuss the number and quality of faculty and staff and how they work toward student success, professional development, and achieving stated goals • Discuss other data that your program records and uses