# SWOT Analysis

## **Strength:-**

* A welcoming and secure environment
* Support from faculty and management
* A dedicated and knowledgeable faculty
* A good reputation in the outside world
* There is a large university in the region.

## **Weakness:-**

* There are fewer lecture class.
* Faculty resources are limited.
* Faculty hiring and retention
* Marketing and public relations
* Tutoring services

## **Opportunity:-**

* Digital resources
* New Constructions
* Hire experience
* Technological breakthroughs
* Purchase of technology

## **Threats:-**

* Budget crisis in state
* Public impressions that are negative
* In the vicinity, a huge university is being built.
* Knowledge about higher education is lacking.