**Chapter 4 SWOT Analysis-OIT**

**By Alex Houston**

|  |  |  |  |
| --- | --- | --- | --- |
| Examples:   * Advantages of proposition * Capabilities * Competitive advantages * Unique selling points * Assets * People Experience * Knowledge * Data * Financial reserves/returns * Marketing strength * Brand image/reach * Location * Price/value/Quality * Accreditations * Certifications * Processes * IT support * Communications | **Strengths**  Established  Multiple Locations  Accredited  High Placement Rate  Highly trained staff  MECOP | **Weaknesses**  Shared space(Wilsonville)  Advertising  Lack of permanent staff  Narrow field of degrees  Increase of online classes | Examples:   * Disadvantages * Gaps in capabilities * Lack of competitive strength/innovation * Reputation * Financial strength * Known vulnerabilities * Time pressures * Cash Flow * Continuity of leadership * Position in industry * Adequate supply chain * Effective core competencies * Morale/leadership * Accreditations * Current products |
| Examples:   * Market developments * Competitor vulnerabilities * Industry trends * Technology development * Innovation strengths * Global influences * New markets * Niche markets * Geographical reach * Import/export strength * Partnerships * Product development * Information and research * Agencies * Industry relationships * Unique funding sources | **Opportunities**  Increased advertising given new technology  Closer partnerships with local business  In Demand fields and degree  New degree programs  Possible post grad programs | **Threats**  Increasing operating costs  Increased Class sizes  Technological development  Decline in need of engineers  Education reform | Examples:   * Political effects * Legislative movements * Environmental effects * Competitor pressure * Market demand * New technologies * Vital contracts/ partner relationships * Sustaining internal capacity * Large obstacles * Insurmountable weaknesses * Loss of key staff * Weak financial backing * Economic pressures * Seasonality, weather, uncontrolled factors |

Summary of SWOT:

Overall OIT isn’t in a bad place, it seems like it’s not really settled at least as far as the Wilsonville branch goes. There is a large demand for tech and medical degrees of which OIT seems to specialize which means there is a definite opportunity to grow. The issue being that the current staff of permanent professors seems to be lacking which would cause issues if the student volume increased. The current staff seems spread thin as it is with the current number of students and because of the nature of the Wilsonville campus there is a large amount of online students. From my talks with teachers online classes take a large drain on teacher’s time and ability to teach in class. As far as advertising goes I have yet to see an ad for OIT, I came to this school purely off word of mouth. The school has a long-standing relationship with many local businesses via sharing the space in Wilsonville and MECOP. This I feel is why the school has such high placement rates for graduates. As the school strives to stay relevant in the tech industries there is invariably going to be an increase in cost for both facilities and staff due to the need to evolve the curriculum. Given that students generally have limited funding to begin with will put more strain on individual students and possibly lead to more drop outs.

As far as what OIT needs to do is increase advertising to allow for an influx of students but this becomes a balancing act due to the nature of needing more money to pay more teachers that you get from new students whom must be invested in the school. An answer to this is to increase acceptance requirements, at least on the short term, to give the school a more prestigious and thus more marketable advertising platform. This would allow the school to manipulate the requirements down as more teachers and developing technology are acquired thus allowing for a larger student population.