# Swot Analysis

## **Strength:-**

1. Dedicated and expert faculty
2. Friendly and safe environment
3. Faculty and management support
4. Positive reputation in the external community
5. Large university in the area

## **Weakness:-**

1. Less lecture rooms
2. Ability to hire and retain faculty
3. Limited resources for faculty
4. Communications and marketing
5. Academic counseling

## **Opportunity:-**

1. New construction
2. Increase interest in global initiatives
3. Technological advances
4. Increase focus on higher education
5. Increase interest in university connections

## **Threats:-**

1. State budget crises
2. Negative public perceptions
3. Development of large university in the area
4. Lack of knowledge about higher education