Strengths:

* Staff is dedicated and well meaning, demonstrate a strong sense of unity. They are excited about the new leadership and are willing to work towards the betterment of the department
* They are willing to reallocate human and financial resources in order to reach their strategic goals. They are willing to go as far as cutting off their non-essential services.

Weaknesses:

* Funding is a major issue; the precarious financial condition has led the university to consider steep budget cuts for various departments including the ITS. Maintenance costs are constantly exceeding the maintenance budget.
* Limited resources in terms of IT infrastructure to help students run necessary projects, for cyber security and to support backup systems. The infrastructure is outdated and needs to be replaced.
* Lack of a good leader led the ITS to be stagnant. Leadership has been weak and unenthusiastic, resulting in insufficient funding, staffing, equipment and infrastructure.
* ITS staff lacks exposure and expertise in the new areas of IT services and technology which is a big concern, especially because the university plans to inculcate modern methods of teaching using IT.
* Lack of initiative to collaborate with faculty, librarians and student services for the betterment of services.
* Due to the lack of network capacity and storage for the increasing number of students, the network is overloaded, and the helpdesk is flooded with requests. Helpdesk staff have been unable to keep up with the demands of students and have been victim to complaints of poor quality of customer service.

Opportunities:

* Nearby universities have overlapping academic programs, and an area IT buying consortium exists, but the potential for this opportunity has not been maximized due to lack of good leadership and incentives
* The administration has given the ITS an opportunity to work with other administrative units to design and come up with a budget for a new system for educational data mining and learning analytics.

Threats:

* Cyber security has been lacking due to insufficient funding, which is a dangerous opening in the IT system of MAC university. This could potentially lead to loss of confidential data of students, faculty and staff, especially with the increasing sophistication of hackers
* The lack of confidence in the ITS by the students can only be overcome by radical improvements made by the department
* The ITS faces constant pressure from two sides, one by the faculty for more storage space, and the other by the administration, who want to see a greater number of projects being completed. The ITS cannot facilitate all requests within the limited budget and resources. This dilemma exists because the ITS must comply with the admin’s orders, it also has a responsibility towards fulfilling the needs of the faculty.