

COLLEGE OF WOOSTER SPOT ANALYSIS

<p style="writing-mode: vertical-rl; transform: rotate(180deg);">INTERNAL [strategy: use "strength" to address "problem"/counter "weakness"]</p>	<p style="text-align: center;">STRENGTHS</p> <ul style="list-style-type: none"> • Already known for an attractive "signature program" (IS) • Campus Center Planning is underway • New web technologies implemented and can be leveraged • Strong balance sheet offers opportunity to leverage our assets • Recently renovated academic spaces highlight the focus on the academic program • Recognizable academic, athletic, and cultural traditions can facilitate branding • A culture of assessment is gaining acceptability 	<p style="text-align: center;">PROBLEMS/WEAKNESSES</p> <ul style="list-style-type: none"> • Cultural inertia often inhibits innovative thinking • Traditional, conservative curriculum has limitations in the 21st century • Conflicting or unarticulated priorities and unwillingness to make hard tradeoffs hinder curricular innovation • Outdated facilities in athletic/recreation areas • Current facilities/program too expensive for our resources to support (structural deficit) • Compensation levels, especially for faculty, are below those of peers • Heavy reliance on major donors who have a history of giving; lack of cultivated future donors • Campus culture that does not support the College financially through giving • Datatel has not been effectively integrated into decision-making, operational effectiveness, or assessment
<p style="writing-mode: vertical-rl; transform: rotate(180deg);">EXTERNAL [take advantage of "opportunity" to counter "threat"]</p>	<p style="text-align: center;">OPPORTUNITIES</p> <ul style="list-style-type: none"> • External constituencies value the characteristics that IS represents • Recognition as a premier teaching College makes us distinctive (small class mentoring relationship) • Large untapped donor base of parents/alumni • City of Wooster viewed as a secure and comfortable environment 	<p style="text-align: center;">THREATS</p> <ul style="list-style-type: none"> • Our signature academic program is becoming less unique • General understanding of our signature academic program is limited or intimidating • Value of a Liberal Arts education is not appreciated • Families' more frugal spending habits, increased price sensitivity, and focus on "cost-benefit" in college selection driven by continued economic challenges • General lack of name and brand recognition outside of academic circles. • Growing student (and family) affinity for public institutions • Increasing competition for donor/foundation resources