## SW(P)OT

### College of Wooster SPOT Analysis

<table>
<thead>
<tr>
<th>Internal</th>
<th>Strengths</th>
<th>Problems/Weaknesses</th>
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| **STRENGTHS** | • 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 | • 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• Outdated facilities in athletic/recreation areas  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 |

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<th>External</th>
<th>Opportunities</th>
<th>Threats</th>
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| **OPPORTUNITIES** | • 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 | • 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 |