**Strengths**

Nationally Accredited 
Supportive Environment 
Positive Reputation 
Competitive Pricing 
Safe campuses 
Good “town-gown” 
Two Distinctive campuses 
Diversity of Student body 
International Education 
Geographic Location 
Student Research 
Foundation assets 
Robust Servant Leadership program 
Shift towards unit-level generated revenue

**Weaknesses**

Low student retention 
Faculty and staff salaries 
Quality of facilities 
Lack of name recognition 
Lack of coherence & comm. among campuses 
Lack of on-campus engagement 
Heavy Reliance on Adjuncts 
Perceived Disparity in the quality of programs 
Failure to meet the needs of non-trad. students 
Lack of adequate resources to support research 
Declining cohesiveness 
Lack of communication to students 
Shift towards unit-level generated revenue 
Weak Articulation w/ Alabama 
Small Number of international students

*To see full item descriptor please view the Updated CSU SWOT Table*
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