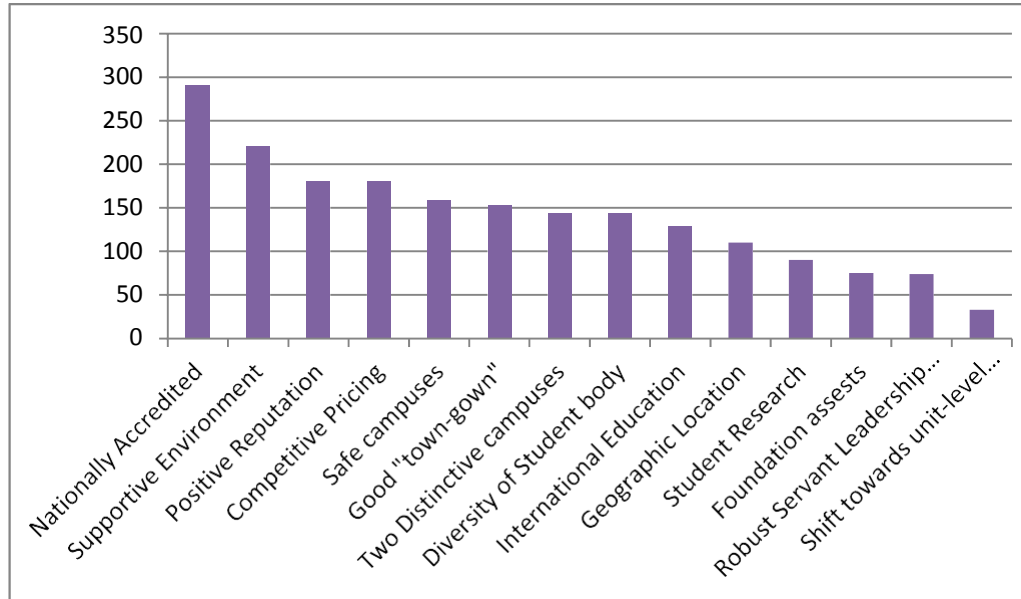


**STAFF, FACULTY, & STUDENTS SWOT COMBINED Results FINAL 10.29.12**

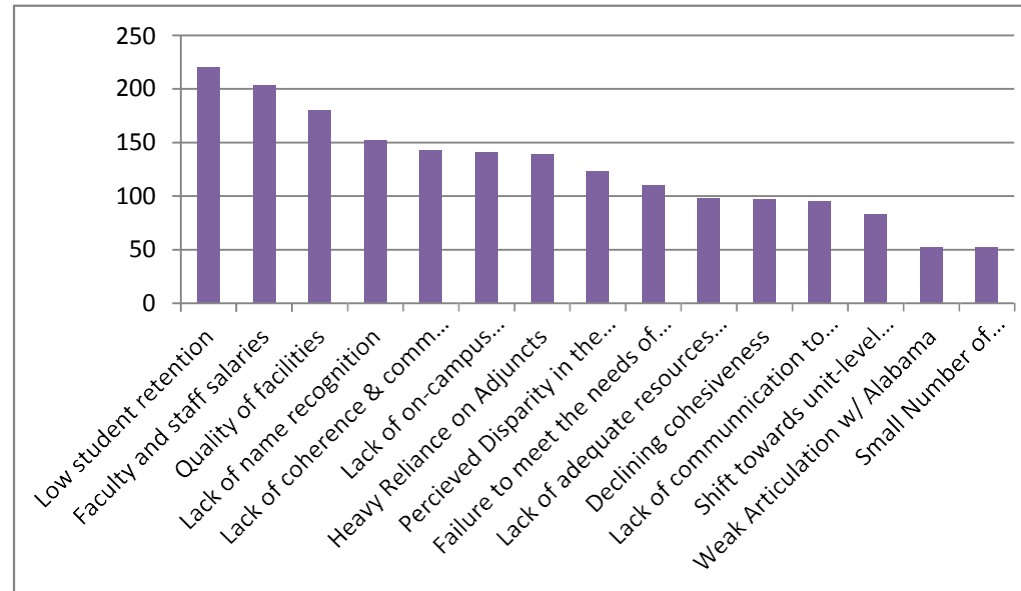
**Strengths**

Nationally Accredited	291
Supportive Environment	221
Positive Reputation	180
Competitive Pricing	180
Safe campuses	159
Good "town-gown"	153
Two Distinctive campuses	144
Diversity of Student body	144
International Education	129
Geographic Location	110
Student Research	90
Foundation assets	75
Robust Servant Leadership program	74
Shift towards unit-level generated revenue	33



**Weaknesses**

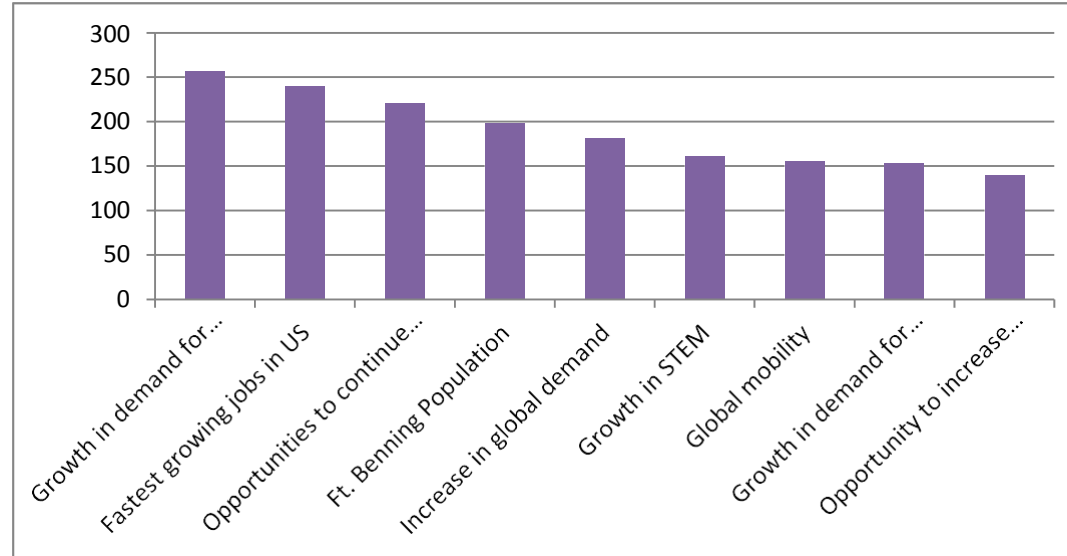
Low student retention	220
Faculty and staff salaries	203
Quality of facilities	180
Lack of name recognition	152
Lack of coherence & comm. among campuses	142
Lack of on-campus engagement	141
Heavy Reliance on Adjuncts	139
Perceived Disparity in the quality of programs	123
Failure to meet the needs of non-trad. students	110
Lack of adequate resources to support research	98
Declining cohesiveness	97
Lack of communication to students	95
Shift towards unit-level generated revenue	83
Weak Articulation w/ Alabama	52
Small Number of international students	52



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

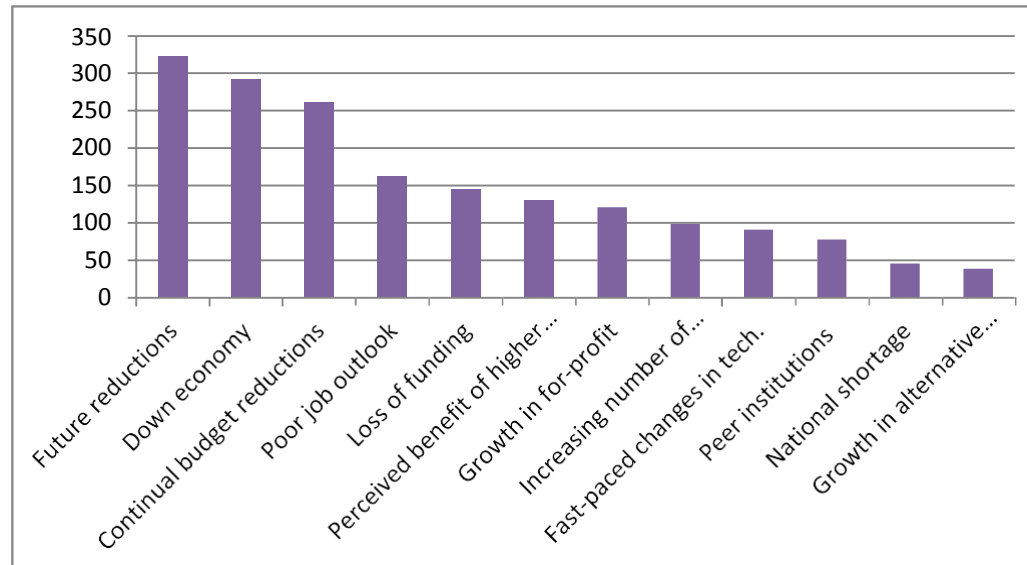
## Opportunities

Growth in demand for graduate degrees	257
Fastest growing jobs in US	240
Opportunities to continue to build	221
Ft. Benning Population	198
Increase in global demand	181
Growth in STEM	161
Global mobility	156
Growth in demand for professional certificates	153
Opportunity to increase enrollment	140



## Threats

Future reductions	323
Down economy	292
Continual budget reductions	261
Poor job outlook	163
Loss of funding	145
Perceived benefit of higher education	130
Growth in for-profit	121
Increasing number of "tuition-free"	99
Fast-paced changes in tech.	91
Peer institutions	78
National shortage	46
Growth in alternative teacher certification	39



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