**Education Master Planning Committee  
November 2015**

**SWOT Analysis Results**

**Programs/Degrees**

***Strengths:***

* Development of Associate Degrees for Transfer
* Programs offered in high demand for careers (e.g., nursing)
* Progress with two-year schedule development

***Weaknesses:***

* Associate Degrees for Transfer have rigorous requirements and could lead to fewer graduates
* Perceived challenge for CR students being advised to take the correct classes to transfer to HSU
* Counseling and advising not aware enough of information from instructional departments
* Programs have been built out to get enrollment in more classes but makes it more difficult for students to get through to degree/certificate completion

***Opportunities:***

* Develop additional ADTs in high demand areas
* Acquire more National Accreditation (e.g., ADCT, Forestry)
* Present (court) HSU with an opportunity to take our ADT students
* Create Liberal Arts degrees that still give good transfer prep with less rigor than ADTs, but that articulate better than Science Exploration
* Grow Adult Education into credit enrollment

***Threats:***

* HSU not acknowledging all of our ADTs/courses
* Changes to financial aid regulations
* Industry doesn’t value degrees and certificates

**Instruction**

***Strengths:***

* Strong infrastructure for distance education, including telepresence and Canvas
* Activities that support multiculturalism such as the Latino Film Festival and Book of the Year
* Students are very satisfied with the quality of instruction
* Faculty and staff who are dedicated to the college
* Math & English participation in acceleration project, 3CSN, and Multiple Measures Assessment Pilot

***Weaknesses:***

* Classroom technology is frequently old or non-functional
* Broken and worn-out classroom furniture and equipment
* Not a lot of professional development opportunities
* Too many new initiatives without a chance to catch up
* Many faculty are not using the LMS
* Wifi needs improvement on campus
* Lack of personnel to support instruction and student services

***Opportunities:***

* Expansion of marketing/branding to the community
* Could join the Open Education Initiative
* System-wide technology resources becoming available
* Increasingly more categorical funding becoming available (e.g., professional development, equity)

***Threats:***

* Declining High School graduates
* Changes in regulations and increased Chancellor’s Office mandates
* Lack of qualified Associate Faculty
* Associate Degree for Transfer might spread us thin
* Geographically isolated from learning settings (e.g., museums)

**Infrastructure**

***Strengths:***

* Utility infrastructure is making significant upgrades across campus
* Buildings scheduled for replacement with seismic documented issues
* Implemented a robust network with built-in fault tolerance
* Telepresence capabilities and WebEx
* Residence halls
* Beautiful Eureka campus
* Low crime rate on campuses
* Canvas early adopters

***Weaknesses:***

* Much unoccupied space that must be kept up, but costly to use
* Declining enrollments delays building upgrades that aren’t seismically warranted
* Location of campus on hill causes cell phone and power problems (e.g., surges)
* Residence halls require a lot of work
* Most buildings have no autoCAD

***Opportunities:***

* Backup Cenic server
* The “Last chance grade” is being redone to travel to and from Del Norte
* New science lab in Del Norte
* Possibility of Cenic putting 1 gig pipe between Eureka and Del Norte could allow for expansion
* Room to grow in Klamath-Trinity and Garberville
* Motivation for improvements to safety (e.g., phones in classrooms, locks)

***Threats:***

* Upkeep of waste water treatment plant
* Running out of buildable space on Eureka campus
* Tsunami zone and fault complex impacts are unknown
* Travel time because Eureka campus is somewhat removed from cities
* Measure Q is being spent down

**Student Services**

***Strengths:***

* Dual enrollment initiative
* Additional categorical funding for student success and special programs
* New outreach team (and in-reach)
* Student Services personnel work closely together
* Opportunity for faculty advising (e.g., non-credit courses)

***Weaknesses:***

* No early alert system to help students
* Many failed hiring search committees
* Lots of new staff
* So many new initiatives to track
* No consistent effort to have faculty visit high schools

***Opportunities:***

* Small campus
* On-line presence and ability to provide online services

***Threats:***

* Increased regulations (e.g., gainful employment) take away time for interaction and support of students
* Possible changes to the local economy/underground economy

**Additional Data Desired**

* What are the major education goals of older adults? How old are people re-careering?
* What classes are older adults taking now?
* How many faculty are not using Canvas?
* How many students are admitted to HSU with CR Associate Degree for Transfer?