

**Cal Poly Pomona
Student Affairs Strategic Plan Committee**

SWOT Analysis Results

Strengths – Weaknesses – Opportunities – Threats

Strengths

- Collaborative agents of change and problem solvers
- Provide high-quality programs and events respected by peer institutions
- Student Centered Approach
- Holistic approach to student and staff needs
- Adaptable flexible and caring
- Place value on lifelong learning and growth
- Change processes for student betterment
- We are fun!

Weakness

- Professional advancement within the division
- Assessment and Data
- Transparency
- Resources
- Cross collaboration for events and programs
- Branding on a global scale/lack of visibility
- Use of stakes for posters

Opportunities

- Improved business practices; new technologies
- Teaching students to use technologies
- Build a presence and relationship with community of Pomona
- Strengthen town/gown opportunities
- Utilize alumni to mentor students
- Partner with Academic Affairs and industries to meet the demand
- Plethora of students to educate
- Partner with Academic Affairs and service learning projects, especially the first year experience

Threats

- Residual impact of post restructuring of the division
- Inadequate infrastructure
- Dwindling funding from the state
- National/political climate
- Standardized application of CSU policies
- Transition and changes to campus leadership
- Competition from regional campuses
- Battle of divisional ownership and defining terminology