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

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