SWOT ANALYSIS

STRENGTHS	WEAKNESSES
• Program/Services Available for Students & Staff; Diversity of Services; Resources for Students (30.3%)	• Limited Collaboration & Communication Across Departments (16.3%)
• Commitment to Students- Support, Development/Learning, Addressing Needs (20.4%)	• Professional Development Opportunities (12.4%)
• Networking & Professional Development Opportunities (12.4%)	• Funding (7.0%)
• Staff (8.5%)	• Limited Division-wide Networking Opportunities (6.2%)
• Collaboration/Teamwork Across Departments (6.5%)	• Programming & Support for Marginalized Students, Cultures and/or Identities (5.4%)
• Support for Departments & Staff (4.5%)	• Communication (4.7%)
• Assessment (4.0%)	• Relationships/Collaborations with Non-Student Affairs Units (4.7%)
• Leadership/Tammara (3.5%)	• Staff Pay & Benefits (3.9%)
• Communication (3.0%)	• Student Case Management Staff & Resources (3.9%)
• Campus Presence- Action Oriented/Quick Response to Campus Concerns/Issues (2.5%)	• Staff Awareness of Campus Issues (Greek Life sexual assault; mental health issues; campus drinking; safety) (3.1%)
	• Hiring & Onboarding Practices (3.1%)
	• Limited Knowledge/Awareness of Student Affairs Areas (3.1%)
	• Student Mental Health Services/Wellness Programming (3.1%)
	• Student Support & Crisis Management (3.1%)
	• Understaffed Departments/Units (3.1%)
OPPORTUNITIES	THREATS
• Support for Professional Development Opportunities (14.8%)	• Budgetary and Financial Constraints (26.9%)
• Collective Programming and Promoting of Events/Services (10.7%)	• Student Recruitment & Retention (10.3%)
• Address Personnel Issues (Understaffed Areas, External vs Internal Hires, Staff Morale, Facility/Workspace Improvements) (8.2%)	• Staff Competency on Matters Concerning Diversity, Inclusion, and Social Justice (8.3%)
• Division-wide Activities and Events (8.2%)	• Campus Safety (8.3%)
• Develop Research/Data Based Student Success Initiatives (6.6%)	• Gun Laws/Conceal and Carry (7.6%)
• Targeted Educational/Leadership Development Programming for Students (6.6%)	• Ability to Adapt to Changing Student Needs (6.9%)

• Alcohol Alternative Programming and Outreach (5.7%)	• Staff Retention & Recruitment (6.9%)
• Offer Competitive Salary and Benefits (5.7%)	• Mental Illness/Health Issues (4.1%)
• Communication/Regular Dialogue Opportunities for Staff with Senior Leadership (4.9%); Consistence in Messaging	• Rising Tuition & Attendance Costs (3.4%)
• Focus on Underserved Student Populations in Each Area/Cultural Competency (4.1%)	• Questions Surrounding the Value of Student Affairs Work (2.8%)
• Collaborations with Non-Student Affairs Units/Faculty (4.1%)	• New Chancellor/Priorities (2.1%)
• Student Services/Centralization of Services	• Student Pushback & Activism (2.1%)
• Resource Growth/Entrepreneurship	• Title IX/Gender Equity Matters
• KU Endowment Relationship	