### SWOT Analysis

**Maintaining our commitment to student success** (Access is addressed in a separate template.)

#### Strengths
- Strong commitment to "community of care" for students
- Renewed commitment to student life outside the classroom (increased evening and weekend activities, Greek life, athletics...)
- Increased on-campus housing
- Learning Community initiatives
- Institutional commitment to veterans
- Institutional commitment to health and wellness initiatives to allow students to minimize such interferences in their lives
- Strong advocacy efforts, particularly in Dean of Students Office
- Learning Assistance services/tutoring
- The GRIT of our students
- Engagement of parents of traditional students
- Newly developed support mechanisms/programming for graduate students
- Wide array of academic support programs in place (including Student Success Center/tutoring supplemental instruction, Office of Accessibility Resources and Services, Communication Across the Curriculum/Writing Center/Speaking Center/Digital Literacy Commons)
- Recognition of both undergraduate and graduate student accomplishments in a variety of ways
- Comprehensive graduate programs/workshops designed to decrease time-to-degree that assist students with their thesis and dissertation development.

#### Weaknesses
- Lack of undergraduate scholarship dollars – both merit and need-based
- Lack of competitive tuition waivers at graduate level
- Lack of graduate assistantships at graduate level
- Lack of funding for added tutorial support services
- Academic advising
- Despite strategic investments in a number of successful student support initiatives (notably Learning Communities), overall retention and graduation rates have moved up only slightly
- Perceived student confusions regarding array of support services available
- Majority of graduate students are part time and must work to pay tuition and fees
- Lack of annual review of graduate students' progress, some of whom fall off the radar screen and stop taking courses.

#### Opportunities
- Continued attention to and increase in graduation planning support for students
- Continued attention to increased financial planning workshops/programs for both U and G students based on recent successes
- Increased veterans' support
- More online course options
- Recognition of students in "public" ways who are academically successful (above and beyond what is already done)
- Continued growth of "belonging" to a community (through Athletics, student organizations and clubs, etc.)
- Improved academic advising system
- Flipped classrooms
- Wider participation of faculty in high impact practices (undergraduate research, service learning, etc.)
- Increased opportunities for students to engage in programs/activities in support of the University's Quality Enhancement Plan (QEP) on global engagement which will better prepare then for success in a global economy
- Improved faculty mentoring programs (supported by department chairs/deans and facilitated through the Faculty and Teaching Learning Commons) that address the importance of student success
- Increase graduate enrollment competitiveness by conducting a program-specific competitor analysis (define UNCG's competitive edge and specific weaknesses needing improvement)
- Standardizing technology systems, to the extent possible, to make the campus more student-friendly

#### Threats
- Declining state and federal grants for student support (in Pell grant availability and other Financial Aid issues)
- Increasing interest rates on student loans
- Increasing cost of attendance
- Rising student loan debt
- Declining course availability due to loss of faculty positions due to budget cuts
- Economic environment – for both UNCG and our students
- Growing national perception/skepticism that investing in a college degree is not valued as the pathway to the middle class
- Current lack of widespread faculty involvement in student success initiatives
- Possible faculty resistance to greater involvement and co-ownership of student success