SWOT Analysis

Q4: What opportunities for partnerships and greater impact are presented by UNCG’s location in Greensboro/Piedmont Triad?

**Strengths**
- UNCG’s motto is “Service”
- Successful track record of collaboration with the community (clinics, centers, Gateway, the arts, athletics, etc.)
- Success in experiential learning (undergrad research, service learning, etc.)
- Leadership seat at the table for development of downtown university center
- One of a kind database to track, assess, enhance and communicate community-engagement initiatives (Collaboratory)
- Established relationships with K-12, nonprofits, Greensboro Partnership and local government
- Historic campus located in the heart of Greensboro

**Weaknesses**
- Partnerships that may not be fully leveraged (Triad UNC campuses, community colleges, local health care providers, etc.)
- Limited time and resources to dedicate to community engagement initiatives
- Potential confusion of mission and vision – research vs. teaching vs. service
- From the perspective of some emphasis should be on “teaching/job training”
- Incentive structure to reward faculty & staff

**Opportunities**
- Leveraging the Collaboratory to track, assess, enhance and communicate community efforts – national reputation
- Utilize campus as an accessible learning laboratory for students/community
- Possible joint tech transfer/entrepreneurship office with A&T and eventual Global Opp. Center downtown
- UNCG-Neighborhood collaborations in Spartan Village (joint community needs assessment)
- Change in P&T guidelines recognizing engagement activities
- Nonprofit evaluation services/academy
- Host site for NCAA championships
- Expand summer camps and target locally

**Threats**
- Overextended faculty and staff
- Limited funding for community-based initiatives
- Overextention of commitments and resources to community-focused projects
- Overlapping select philanthropists/foundations
- Possible loss of regional/national prestige in focusing on local partnerships
- Lack of emphasis on community partnerships in allocation of resources or in ranking of institutions
- Competition from neighboring municipalities, institutions and for-profits

**Criteria Examples**
- Advantages of proposition?
- Capabilities?
- Competitive advantages?
- USP’s (unique selling points)?
- Resources, Assets, People?
- Experience, knowledge, data?
- Financial reserves, likely returns?
- Marketing - reach, distribution, awareness?
- Innovative aspects?
- Location and geographical?
- Price, value, quality?
- Accreditations, qualifications, certifications?
- Processes, systems, IT, communications?
- Cultural, attitudinal, behavioural?
- Management cover, succession?
- Philosophy and values?

- Market developments?
- Competitors’ vulnerabilities?
- Industry or lifestyle trends?
- Technology development and innovation?
- Global influences?
- New markets, vertical, horizontal?
- Niche target markets?
- Geographical, export, import?
- New USP’s?
- Tactics: eg, surprise, major contracts?
- Business and product development?
- Information and research?
- Partnerships, agencies, distribution?

- Disadvantages of proposition?
- Gaps in capabilities?
- Lack of competitive strength?
- Reputation, presence and reach?
- Financials?
- Own known vulnerabilities?
- Timescales, deadlines and pressures?
- Cashflow, start-up cash-drain?
- Continuity, supply chain robustness?
- Effects on core activities, distraction?
- Reliability of data, plan predictability?
- Morale, commitment, leadership?
- Accreditations, etc?
- Processes and systems, etc?
- Management cover, succession?

- Political effects?
- Legislative effects?
- Environmental effects?
- IT developments?
- Competitor intentions - various?
- Market demand?
- New technologies, services, ideas?
- Vital contracts and partners?
- Sustaining internal capabilities?
- Obstacles faced?
- Insurmountable weaknesses?
- Sustainable financial backing?
- Economy - home, abroad?