

**SWOT ANALYSIS - 09/12 - 09/14/18
ANALYSIS**

STRENGTHS
Proximity/Convenience Location (less stress, room to expand) Infrastructure (highways, buildings); easy access
Class size "Small school" atmosphere
Can attend community college for two years here
Tier One
Community
Student information (_____ UH Sugar Land and Wharton)
Faculty want to work here High morale (faculty, staff, students)
Program excellence Diversity of education offerings
Ability for community to promote UH Sugar Land
Economic value Economic development (located in region that does it well)
New (facilities, master planned campus)
Community partnerships Collaboration Future opportunities
Community support
UH Brand Brand - reputation
Accessible (students make class on time)
Tech savvy
Friendly staff
Pipeline to workforce

WEAKNESSES
Space
Identity Consistency in branding (Uniformity) Internal brand confusion
Need more programs specific to here Limited programs
Silos
More programs that meet industry needs (not trying to get industry to conform to programs)
Do not have one contact for WCJC and UH Sugar Land
Contact between counselors at high schools
Too close to home
No dormitories
Logistics
Parking
Rapid growth (processes, personnel, facilities, services)
Lack of university pride among students
Lack of student life
Limited student support services (health center, advising, counseling); limited support for students after 5:00 p.m.
Step child (out of sight / out of mind)
Walkability (access)
Lack of amenities (fitness center, professional development, committees, giveaways, _____)

OPPORTUNITIES
Teach classes at different times (flexible scheduling)
Space with other education systems that we can use Education collaboration (Sugar Land, K-12, community, college)
Apartment on-campus living
Enhance partnerships Industry collaboration Industry partnerships
New programs (specifically identifies with UH Sugar Land) Program collaboration; outreach programs; new programs (educational and research); youth summer programs; graduate programs offered on weekends
Innovative partnerships (P3) for buildings Private Public collaboration (buildings) Public Private Partnerships P3
Building a campus from the ground up Space to grow/expand
"Lab" setting for UH New programs (educational and research)
Break down barriers between silos
Use of TIRZ funds
Partnerships (job placement, career building, strengthen knowledge base, curriculum) Service learning
Social Media (engagement - student, community, and staff)
Lecture Series (high profile / intellectual and cultural) Development of community engagement centers (speakers) Community engagement
Collaboration spaces
Courtesy shuttle
Media opportunities (build story)
Student organizations
Socioeconomic diversity (cultural, program development) international

THREATS
Competition with UH for enrollment Competition from peers; competition with other programs at UH Competition
Required educational purpose for buildings
Not having parking and easy access Growth - impacting quality
Not training [future] or working with high school counselors
Limited programs
Need to sell the quality of programs (supply chain)
Complacency Inertia
Lose community support by not following through
Don't blow smoke to community (be realistic)
No foreseeable revenue bonds
Micro management from UH (processes, policies that don't fit with Sugar Land)
Loss of autonomy
Salary (not industry competitive, difference with UH salary)
Lack of competitive advantage (other universities) Competition from peers; competition from UH; competition with other programs at UH
Space limitations We cannot meet demands of students (capacity)
Lack of awareness of UH Sugar Land (community and UH)
Misperception of needs and resources
Cost (of Higher Education)

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STRENGTHS
More personalized
Aesthetically pleasing
Campus growth potential
Size of property (room to grow)
Career growth potential
Future opportunities
General potential (excitement for future positive energy)
Positive culture
Diversity
High functioning management team
Leadership
- Sugar Land team
- Senior leadership
Free parking
Part of knowledge economy (innovation - technology)

WEAKNESSES
Lack of inclusion (activities and programs)
Student buy-in to Sugar Land
Future program changes
Lack of communication between programs
Funding
Lack of communication with UH (communication, activities)
Retention of transfer students
Succession (pending retirement)
Student fee structure model
Commute between UH Sugar Land and UH
Lack of academic vision
Competing priorities

OPPORTUNITIES
Population and industry growth; proximity to Houston industries
Target continuing education certifications
Expansion of rail line
School districts (K-12)
Legislature
Private funding
Local alumni
Technology
Richmond, Rosenberg grants

THREATS
Lack of interest in UH Sugar Land
Wharton Community College -
- UH in 4
- Perception - not university
- Academic rigor (inferior qualifications)
Hiring right people (not)
Retaining qualified people (faculty and staff)
Lack of administration in College of Technology
Ignoring workforce needs (not meeting community expectations)
Funding
Legislation
Perceptions
Not acknowledging (understanding) pipelines

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STRENGTHS

ADVISORY BOARD	STAFF	FACULTY	STEERING COMMITTEE
Proximity/Convenience	Location (less stress, room to expand)	Infrastructure (highways, buildings); Easy Access	Location
Class Size	"Small school" atmosphere		
Can attend community college for two years here			
Tier One		Tier One	
Community			
Student information (_____ UH Sugar Land and Wharton)			
Faculty want to work here		High morale (faculty , staff, students)	
Program excellence		Diversity of education offerings	
Ability for community to promote UH Sugar Land			
Economic value		Economic development (located in region that does it well)	
New (facilities, master planned campus)			
Community partnerships	Community (partnerships, connections , support)	Collaboration; Future opportunities	
Community support	Community (partnerships, connections, support)	Collaboration; Future opportunities	Brand - reputation
	UH Brand		
	Accessible (students make class on time)		
	Tech savvy		
	Friendly staff		
	Pipeline to workforce		
	More personalized		
	Aesthetically pleasing		
	Campus growth potential		Size of property (room to grow)
	Career growth potential	Future opportunities	
	General potential (excitement for future; positive energy)		Positive culture
	Diversity		
		High morale (faculty, staff, students)	

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STRENGTHS

ADVISORY BOARD

STAFF

FACULTY

STEERING COMMITTEE

High functioning management team

Free parking

Part of knowledge economy (innovation - technology)

Leadership

- Sugar Land team

- Senior leadership

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WEAKNESSES

Advisory Board	STAFF	FACULTY	STEERING COMMITTEE
<p>Space</p> <p>Identity</p> <p>Need more programs specific to here</p> <p>Silos</p> <p>More programs that meet industry needs (not trying to get industry to conform to programs)</p> <p>Do not have one contact for WCJC and UH Sugar Land</p> <p>Contact between counselors at high schools</p> <p>Too close to home</p> <p>No dormitories</p> <p>Logistics</p>	<p>Name identity</p> <p>Limited programs</p> <p>Parking</p> <p>Rapid growth (processes, personnel, facilities, services)</p> <p>Lack of university pride among students</p> <p>Lack of student life</p> <p>Limited student support services (health center, advising, counseling)</p> <p>Support for students after 5:00 p.m.</p> <p>Step child (out of sight / out of mind)</p> <p>Walkability (access)</p> <p>Lack of amenities (fitness center, professional development, committees, giveaways, _____)</p> <p>Lack of inclusion (activities and programs)</p>	<p>Consistency in branding (uniformity)</p> <p>Dormitories</p> <p>Student life</p> <p>Student support</p> <p>Walking access</p> <p>Student buy-in to Sugar Land</p> <p>Future program changes</p> <p>Lack of communication between programs</p> <p>Funding</p> <p>Lack of communication with UH (communication, activities)</p>	<p>Internal brand confusion</p> <p>Parking</p> <p>Retention of transfer students</p> <p>Succession (pending retirement)</p> <p>Student fee structure model</p> <p>Commute between UH Sugar Land and UH</p> <p>Lack of academic vision</p> <p>Competing priorities</p>

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OPPORTUNITIES

ADVISORY BOARD	STAFF	FACULTY	STEERING COMMITTEE
Teach classes at different times (flexible scheduling)			
Space with other education systems that we can use		Education collaboration (Sugar Land, K-12, community, college)	
Apartment on-campus living			
Enhance partnerships		Industry collaboration	Industry partnerships
New programs (specifically identifies with UH Sugar Land)		Program collaboration; Outreach programs; New programs (educational and research); Youth summer programs; Graduate programs offered on weekends	Programs
Innovative partnerships (P3) for buildings		Private Public collaboration (buildings)	Public Private Partnerships P3
Building a campus from the ground up		Space to grow/expand	
"Lab" setting for UH		New programs (educational and research)	
Break down barriers between silos			
Use of TIRZ funds	Partnerships (job placement, career building, strengthen knowledge base, curriculum)	Service Learning	
	Social Media (engagement - student, community, and staff)		
	Lecture Series (high profile / intellectual and cultural)	Development of community engagement centers (speakers)	Community engagement
	Collaboration spaces		
	Courtesy shuttle		

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OPPORTUNITIES

ADVISORY BOARD

STAFF

Media opportunities (build story)
Student organizations

FACULTY

Socioeconomic diversity (cultural, program development) international
Population and industry growth; Proximity to Houston industries; **Socioeconomic diversity (cultural, program development) international**
Target continuing education certifications
Expansion of rail line

STEERING COMMITTEE

School districts (K-12)
Legislature
Private funding
Local alumni
Technology
Richmond, Rosenberg grants

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THREATS

ADVISORY BOARD	STAFF	FACULTY	STEERING COMMITTEE
Competition with UH for enrollment		Competition from peers; Competition with other programs at UH	Competition
Required educational purpose for buildings		Growth - impacting quality	
Not having parking and easy access			
Not training [future] or working with high school counselors		Inertia	
Limited programs			
Need to sell the quality of programs (supply chain)			
Complacency			
Lose community support by not following through	Micro management from UH (processes, policies that don't fit with Sugar Land)		
Don't blow smoke to community (be realistic)	Loss of autonomy		
No foreseeable revenue bonds	Salary (not industry competitive, difference with UH salary)	Competition from peers; Competition from UHD; Competition with other programs at UH	
	Lack of competitive advantage (other universities)	We cannot meet demands of students (capacity)	
	Space limitations		
	Lack of awareness of UH Sugar Land (community and UH)	Cost (of Higher Education) Lack of interest in UH Sugar Land Wharton Community College - - UH in 4 - Perception - not university - Academic rigor (inferior qualifications)	
	Misperception of needs and resources	Hiring right people (not) Retaining qualified people (faculty and staff) Lack of administration in College of Technology	

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THREATS

ADVISORY BOARD

STAFF

FACULTY

STEERING COMMITTEE

Ignoring workforce needs (not meeting community expectations)

Funding

Legislation

Perceptions

Not acknowledging (understanding) pipelines

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IMPLICATIONS

STAFF

Students have to find support somewhere else or do without
Competitors will (may) take our place
Staff needs representation on Staff Council

Employee benefits limited or not available in Sugar Land

Could impact staff and student morale (policies, benefits)
Students at UH Sugar Land could perceive a diminished university experience

We are seen and received as a community resource

We have the ability to attract and retain quality faculty and staff
UH Sugar Land is an asset and opportunity for UH expansion
UH Sugar Land can impact alumni pride

FACULTY

Meeting needs of students - #1 priority

Purposeful in moving forward (lots of expectations)

Opportunities needs to be prioritized (to build on strengths)

Need to collectively articulate our story

Need sense of urgency with stakeholders to develop relationships and collaboration

Need to facilitate relationships