**Strengths:**

1) UVU faculty and staff are well qualified and dedicated to UVU’s mission. UVU students are serious about their education.

2) The University maintains a strong student-centered focus.

3) Recent patterns of growth and expansion indicate that UVU has increasingly become the preferred choice for higher education for many students.

4) UVU has a unique campus environment, both in the distinctive and cohesive architectural plan and in the vibrant campus community.

5) UVU’s location offers high visibility and easy access to service region residents.

6) Attention to engaged and applied learning makes UVU’s strong academic programs even more relevant and effective at connecting students with their career goals.

**Weaknesses:**

1) UVU’s regional alumni base, although extensive, is underdeveloped and largely untapped.

2) UVU has been challenged to adopt alternative educational delivery methods to meet the expanding needs of students.

3) Current demands for resources and space have left little room for flexibility in meeting educational needs and offerings.

4) Having a “commuter campus” limits students’ ability to develop a sense of connection with UVU.

5) Although many academic programs have been recognized for excellence, additional assessment is needed to gauge consistency of program quality throughout campus.

**Opportunities:**

1) University status, new leadership, student growth, and accreditation give us the opportunity to enhance and expand on academic excellence and institutional image.

2) Increased demand for higher education and significant advances in technology provide an opportunity to expand and improve alternative delivery methods and better serve UVU’s students.

3) A growing and changing region provides an opportunity for UVU to become a cultural arts center and a leader in regional economic development.

4) UVU’s diverse student body and increasing globalization is an opportunity for international initiatives including teaching students to become global citizens.

5) Emerging mass transit systems allow UVU to accommodate growth and become a regional educational hub.

**Threats:**

1) The demand for continued student growth at the current state funding levels threatens UVU’s ability to deliver quality programs.

2) The community’s misperception of the quality of our faculty, students and programs threatens UVU’s ability to recruit as a top university.

3) Many students enter UVU unprepared to move through their majors in a timely manner.