# SWOT—Top 3 Areas of Focus

## Threats 1 & Weaknesses 3
The demand for continued student growth at the current state funding levels threatens UVU’s ability to deliver quality programs.

- **Build on success**
  - Develop an effective, continual structure/process for collecting, compiling, and sharing student success stories, community initiatives, etc.
  - Utilize alumni (donations, networking, showcase)
  - Continue marketing efforts and make every communication impactful
- **Establish quality definitions and benchmarks.**
- **Identify point at which quality would be compromised with growth**
- **Increase resources:**
  - Communication, lobbying, understanding political climate
  - Governor, Legislators, USHE, Regents, Other USHE Institutions
- **Build scholarships internally and with support from business and other community, philanthropic groups, etc.**
- **Increase donations, endowments, and grants**
  - Ensure donors feel appreciated and that donation made a difference:
- **Showcase impact of donor funds through an effective, continual structure/process**

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

- Define, identify and target services to underprepared students:
  - Invest in auxiliary resources such as tutoring, Writing Center, and Math Lab.
  - Educate community about the issue of underprepared students.
- Identify and assist existing UVU students with completing their developmental education quickly and efficiently.
- Educate students (through advisement) about career goals to help them get focused.
- Motivate high school students to prepare
  - Open enrollment works against us.
  - Implement Structured Enrollment Plan
  - Utilize K-16 Alliance to get the message out.
  - Start at 9th grade to get students motivated and interested in higher education.
  - Use enrollment marketing campaign to educate students.
- Engage with state and national initiatives on student preparation.

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

- Develop and expand hybrid instructional model (including assessment)
- Expand courses and programs offered through Distance Education
- Use tools like Blackboard
- Faculty training
- Implement appropriate tools from Strategic Plan for Managing Growth