**SWOT Analysis Survey**

**Strategic Plan Project (2016-2017)**

**College Of Arts and Science in Wadi Addawasir, PSAU.**

**Office of the Vice-Dean for Development and Quality**

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**Dear Colleague:**

While we are revising the previous strategic plan of College of Arts and Science in Wadi Addewasir, we as an academic institution should concentrate on the Strengths and Weaknesses College's Programs. For this we intend to do a SWOT analysis which is an excellent tool to ascertain the strategic goals. You as an integral part of the institution are therefore requested to provide a feedback in the form of a survey. For this there a questionnaire attached.

This will enable us to conform to the Strategic Plan project of the university as well as to contribute positively by enhancing the Quality and Development system in the college.

**Mr.Suleiman M. Alzu'bi**

**Vice Dean for Development and Quality**

**Guidelines:**

**Strength**: favorable characteristics and points which reflect the internal situation of the organization and give a future perspective and assistance in terms of achieving its objectives.

**Weaknesses**: unfavorable characteristics and points which reflect the internal situation of the organization and will affect negatively in terms of achieving its objectives.

**Opportunities**: external favorable situations that can help in achieving the institutions' objectives.

**Threats**: External unfavorable factors that have the potential to negatively impact an organization and its objectives.

**Please put a tick mark in the choice you prefer.**

**Strengths**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Strongly**  **Disagree** | **Disagree** | **True Sometimes** | **Agree** | **Strongly Agree** | **Item** | **No** |
|  |  |  |  |  | Different cultural backgrounds of Faculty members. | 1 |
|  |  |  |  |  | The certified Organizational Structure covers all aspects of the College. | 2 |
|  |  |  |  |  | Society Service programs are available on continuous base. | 3 |
|  |  |  |  |  | A high number of faculty members published articles & research papers in international journals. | 4 |
|  |  |  |  |  | Morning and evening courses, workshops and programs for Society Service. | 5 |
|  |  |  |  |  | The importance of the College for the public and private sector. | 6 |
|  |  |  |  |  | The administrative leadership supports the development processes. | 7 |
|  |  |  |  |  | There is Quality Assurance Unit in the college which tries to achieve the College Strategic Plan. | 8 |
|  |  |  |  |  | The strong perception of the College to elevate the educational environment. | 9 |

**Weaknesses**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Strongly**  **Disagree** | **Disagree** | **True Sometimes** | **Agree** | **Strongly Agree** | **Item** | **No** |
|  |  |  |  |  | Limited spaces assigned to students for research and library services. | 1 |
|  |  |  |  |  | The current facilities do not meet the needs of the faculty members and students. | 2 |
|  |  |  |  |  | Some faculty members do not employ the modern technology in the teaching process. | 3 |
|  |  |  |  |  | Some recreational activities do not meet the needs of the talented students. | 4 |
|  |  |  |  |  | Difficulties in attending conferences and exchange programs because of the procedural restrictions. | 5 |
|  |  |  |  |  | High leakage of faculty members from the college because of the limited financial incentives. | 6 |
|  |  |  |  |  | Some latest technologies and facilities are available but not properly executed. | 7 |
|  |  |  |  |  | Difficulty in attracting faculty members for work because of lack of infrastructure. | 8 |
|  |  |  |  |  | Lack of opportunities in terms of rewards for Scientific Research. | 9 |

**Opportunities**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Strongly**  **Disagree** | **Disagree** | **True Sometimes** | **Agree** | **Strongly Agree** | **Item** | **No** |
|  |  |  |  |  | The administrative leadership supports the process of development and improvement | 1 |
|  |  |  |  |  | The society and leadership are interested in elevating the educational level. | 2 |
|  |  |  |  |  | Drawing attention to the progressive academic accreditation in the system of educational process. | 3 |
|  |  |  |  |  | The possibility to make partnership between the College and business sectors. | 4 |
|  |  |  |  |  | Development of a plan to promote digital resources to benefit the students, faculty members and leaders. | 5 |

**Threats**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Strongly**  **Disagree** | **Disagree** | **True Sometimes** | **Agree** | **Strongly Agree** | **Item** | **No** |
|  |  |  |  |  | Geographical distance of the college from the center of the University. | 1 |
|  |  |  |  |  | Some majors are good for the job market, others are not. | 2 |
|  |  |  |  |  | Enrollment to the College programs is weak. | 3 |
|  |  |  |  |  | Information programs (announcement, newspapers, etc) are weak. | 4 |
|  |  |  |  |  | Cope with the diversity of modern teaching methods in the information age and sustainable development. | 5 |
|  |  |  |  |  | Making various funding resources for the College programs. | 6 |

**Please write down your suggestions for the Strategic Plan of the College.**

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