

Harford Community College
SWOT Themes

STRENGTHS	WEAKNESSES
Affordability	Initiative fatigue and competing priorities
Dedicated faculty and staff devoted to student success	Top-heavy administration
Small class size for a personal touch	Inefficient processes and resources to be effective with each student
Knowledgeable faculty	Registration system including consistency & campus knowledge of how the process works
High-touch student support services	Resources for night students
Beautiful campus & facilities	Resources for the underserved student population
Strong reputation in the community	Diminishing or lack of funding
Well-attended community events	Student transportation issues
Partnership with Towson University	Slow to adapt to market demands for courses/programs
Easy transfer to four-year institutions	Lack of collaboration across divisions, departments & committees
Only higher education institution in the county	Decision-making process; level at which decisions are made
Employees value each other and their roles on campus	Inflexible timing of course offerings
Leadership moving the college forward	Degree paths that don't lead to employment
Safe campus	Out-of-date technology
Adjunct faculty with diverse experience/real world experience	Registration
Quality and variety of academic programs	Classroom technology
Geographic location	Class cancellation policy, particularly last-minute cancellations
	Resistance to change
	Spending on non-student related items
	Turnover in key positions
	Lack of trust and confidence with the administration
	Poor communication with students
	Duplicated, inconsistent sources of information
	Need to streamline the advising process
	Improve handoffs between admissions and advising
	Adjunct instructors are undervalued
OPPORTUNITIES	THREATS
Formalize professional development programs for all faculty & staff	Organizational resistance
Develop/enhance internal and external partnerships	Different view points and lack of communication among administration, faculty and staff
Provide alternative course delivery & scheduling options	Reduction in college-going population, reduction in high school students
Expand schedule of available class times	Federal and state funding allocations
Increase online programs	Changes in federal financial aid
Address student transportation issue	Class schedule
Diversify educational opportunities	Sustained economic prosperity without the need for advanced education
Implementation of class scheduling software	Competition for talent
Speed degree completion	Competition from:
Focus on part-time student success	4-year colleges and for-profit institutions
Increase partnerships with 4-year institutions & high schools	area community colleges
Improve technology to support learning and efficiencies	online programs
Increase employee professional development	Poor transportation options
Expand beyond Harford County high schools and include home schooled students	Limited use of technology for services and learning
Increase collaboration with industries	Changes in transitional education
STEM	Perceived value of a college degree
Increase professional continuing ed offerings	Programs misaligned with workforce needs
Provide training/certs for newest, greatest fields	Social and economic barriers to education
Develop trades/skilled professional programs	Closing/realignment or reduction at Aberdeen Proving Grounds
Align training offerings with workforce needs	Student debt crisis
Classes scheduled to meet student needs (evenings, accelerated, etc.)	Not keeping sync with employers' needs
Strengthen ties with local government and businesses	Aging infrastructure
Meet needs of diverse population	Student retention
Adult education, career changers, demographics, work force prep	Political and parental attacks on higher education
Dual Enrollment of high school students	Department of Education policies
Anchor institution in the community	Faculty and staff retention
Focus on program models for adult learners, such as accelerated programs	Negativism
Achieving the Dream affiliation	Cyber attack
Expand evening and weekend programs for non-traditional students	Consumer-driven culture