Questions and Discussion Points to Consider
When Creating a SWOT Analysis
for the Bakersfield College Annual Program Review

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Strengths

What are the program’s/unit’s STRENGTHS?
Consider discussing the following elements if applicable. The list is not exhaustive: list any strength that may be unique to your program or unit. If any item is not a strength, consider discussing it as a weakness or opportunity for improvement.

1) Discuss the relevancy and viability of your program/unit.
2) Discuss the progress of last year’s program/unit goals.
3) List the five to ten key outcomes students should achieve to be considered successful having completed this program; or, list the performance outcomes that have been set for the unit.
4) For each program/unit outcome, show in which course(s) or area the outcome is taught or delivered. (A matrix could be used to depict these relationships.)
5) Discuss how your assessment plan is current and data-informed.
6) List the assessment techniques used and explain how they indicate whether they have been achieved.
7) Show graphically how improvement is progressing.
8) Show how targets have been set to maintain or improve success.
9) Discuss how the department collaborates with other departments, units or outside institutions.
10) If this program/unit offers online courses or services, show with data how these compare with traditional sections/services.
11) Discuss providing/supporting multiple delivery methods and how they compare to traditional methods.
12) Show how your program/unit compares with like institutions.
13) Discuss how your program/unit meets academic and/or published standards.
14) Discuss the number of established articulation agreements and transfer equivalencies.
15) Discuss how your courses meet the various General Education requirements.
16) List other items that indicate that your program is moving from good to great.
17) Discuss how your ISIT plan is current and data-informed.
18) Discuss how your budget requests follow the established Budget Criteria and fulfill the department’s and College’s goals.
19) Discuss FTES/FTEF data.
20) Discuss retention, success, and completion data.
21) Discuss the number and quality of faculty and staff and how they work toward student success, professional development, and achieving stated goals.

Weaknesses

What are the program’s/unit’s WEAKNESSES?
Consider discussing the elements listed above which you find are not strengths.

Opportunities

What are your program’s/unit’s OPPORTUNITIES for improvement?
Consider whether the weaknesses you discussed above could be improved – moving it from weakness to strength. Also, consider items that do not currently exist in your program/unit that could be implemented to help the program, unit, and/or College reach its goal. Even strengths can improve; therefore, an opportunity may exist to move a good strength to an outstanding strength.

Threats

What are the THREATS to your program/unit of which you have little or no control that could harm the health and/or viability of your program/unit?
This discussion often includes items from outside the College such as governmental budgets, the environment and demographics.
## SWOT Chart Elements and Related Discussion Points

<table>
<thead>
<tr>
<th>Chart Element</th>
<th>Related Discussion Points</th>
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| Strengths                         | • Discuss the relevancy and viability of your program/unit  
• Discuss the progress of last year’s program/unit goals  
• Discuss how your courses meet the various General Education requirements  
• Discuss providing/supporting multiple delivery methods and how they compare to traditional methods  
• Discuss the number of established articulation agreements and transfer equivalencies  
• Discuss how the department collaborates with other departments, units, or outside institutions  
• Show how your program/unit compares with like institutions  
• Discuss how your program/unit meets academic and/or published standards  
• Discuss how your budget requests follow the established Budget Criteria and fulfill the department’s and College’s goals  
• List other items that indicate that your program is moving from good to great  
• Discuss similarities between assessment results and trend data |
| Relationship to Budget Decision Criteria | • Discuss how your budget requests follow the established Budget Criteria and fulfill the department’s and College’s goals  |
| Outcomes Achieved                  | • List the five to ten key outcomes students should achieve to be considered successful having completed this program, or  
• List the performance outcomes that have been set for the unit |
| Assessment Results                 | • List the assessment techniques used and  
• Explain how they indicate whether they have been achieved |
| Program Data – Discussion of Findings/Impact | • Discuss enrollment trend data  
• Discuss FTES/FTEF (productivity) data  
• Discuss retention, success, and completion data  
• Discuss online courses/services versus traditional sections/services using program data  
• Discuss the number and quality of faculty and staff and how they work toward student success, professional development, and achieving stated goals  
• Discuss other data that your program records and uses |