

SWOT ANALYSIS MATRIX

Educational Institution Strategic Planning Template

Institution: _____ **Date:** _____
Department: _____

S STRENGTHS

Internal positive factors:

- High faculty retention and expertise
- Modern laboratory infrastructure
- Strong alumni network and placement record
- Diverse student body

W WEAKNESSES

Internal negative factors:

- Outdated digital administrative portal
- Limited funding for interdisciplinary research
- High student-to-faculty ratio in core units
- Dependency on tuition fees

O OPPORTUNITIES

External positive factors:

- Rising demand for online certifications
- New government grants for STEM initiatives
- Industry partnerships for internships
- Global exchange program expansions

T THREATS

External negative factors:

- Increasing competition from private providers
- Changes in national accreditation standards
- Economic downturn affecting student loans
- Shifting demographic trends (fewer high school grads)

Confidential Strategic Planning Document • Educational Excellence Framework