

ETSU Strategic Planning SWOT Exercise Spring 2015

Strengths
Weaknesses
Opportunities
Challenges (Threats)

Purpose: The purpose of this exercise is to develop a comprehensive list of items the committee believes are the strengths, weaknesses, opportunities, and challenges for ETSU. This will allow the Strategic Planning Committee to ensure that the planning initiatives and action plans that are developed build strength, address weakness and challenges, and take advantage of opportunities. A summarized version of output will be shared with the campus and seek their input on the same topics.

- 1. Count off into four groups**
- 2. Select one recorder/moderator for each group, use the flip charts provided to list all possible points in each section**
- 3. 25 Min**
 - a. Group 1 Focus on Strengths**
 - b. Group 2 Focus on Weaknesses**
 - c. Group 3 Focus on Opportunities**
 - d. Group 4 Focus on Challenges**
- 4. 25 Min**
 - a. Moderators will review each list with the entire group and elicit further input on each item**
- 5. 20 Min**
 - a. Each member of the committee will be given 12 stickers 4 each of green, pink, and orange**
 - i. The committee will spend this time placing a sticker next to three of items on each section to signify importance**
 - 1. Green (most important)**
 - 2. Orange (second most important)**
 - 3. Pink (third most important)**
- 6. Remaining time will be used for summary**