

SWOT Analysis – USF Sarasota-Manatee

	Helpful	Harmful
Internal	<p>STRENGTHS</p> <ul style="list-style-type: none"> • Small size • Student/faculty ratio • Individualized attention • Low tuition and fees • Online courses • High-quality teaching • One-stop student/academic services • Library resources • High-tech classrooms • Student government support • USF System resources • Accreditation • Presences in Lakewood Ranch, Longboat Key, North Port, Tampa • Airport proximity • Scholarships 	<p>WEAKNESSES</p> <ul style="list-style-type: none"> • Low profile in region • Lack of distinctive niche and reputation • Lack of history & traditions • Student life opportunities • Student residential options • Lab infrastructure • Limited course sections • Only one fully-online program • Low grant funding • Small endowment • Small classrooms • Lack of presence in sports and arts • Distance from interstate highway • Difficulty in attracting faculty in strategic areas of emphasis (e.g., accounting, information technology, science)
External	<p>OPPORTUNITIES</p> <ul style="list-style-type: none"> • Out-of-state student market • International student market • Community partners • Climate • Cultural and sports locale • Additional property • Local workforce needs • Local legislators in leadership positions 	<p>THREATS</p> <ul style="list-style-type: none"> • Minimal regional growth in target-age population • Restricted state-funding for buildings • Lack of new development on North Trail • Lack of large industries in region • Frozen tuition and fees • Costs and curricular offerings at other colleges in area and online

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