A **SWOT analysis** is a structured planning method used to evaluate the **S**trengths, **W**eaknesses, **O**pportunities, and **T**hreats involved in a project. It involves specifying the objective of the project and identifying the internal and external factors that are favorable and unfavorable to achieving the objectives.

Setting the objective should be done after the SWOT analysis has been performed. This would allow achievable objectives to be set.

- **S**trengths: characteristics of the business or project that give it an advantage over others
- **W**eaknesses: are characteristics that place the team at a disadvantage relative to others
- **O**pportunities: elements that the project could exploit to its advantage
- **T**hreats: elements in the environment that could cause trouble for the business or project

Identification of SWOTs is important for the Sacramento City College SAH Strategic Plan because it assist with developing a fully informed Strategic Plan.

Video: http://www.youtube.com/watch?v=mH1EljfXp-0

Strategic Plan Topics:

- Financial Management
- Program Development
- Curriculum
- Outreach Progress: k-12 and industry
- Stock Room Management
- Commitment to motivation
- Values/Vision/Mission
- College Goals and Objectives
- SLOs and ProLos
- Economic Impact on Community

	strengths (internal)	**weaknesses (internal)**
opportunities (external)	**strengths/opportunities** **obvious natural priorities** Likely to produce greatest ROI (Return On Investment) Likely to be quickest and easiest to implement. Probably justifying immediate action-planning or feasibility study. Executive question: "If we are not already looking at these areas and prioritising them, then why not?"	**weaknesses/opportunities** **potentially attractive options** Likely to produce good returns if capability and implementation are viable. Potentially more exciting and stimulating and rewarding than S/O due to change, challenge, surprise tactics, and benefits from addressing and achieving improvements. Executive questions: "What's actually stopping us doing these things, provided they truly fit strategically and are realistic and substantial?"
threats (external)	**strengths/threats** **easy to defend and counter** Only basic awareness, planning, and implementation required to meet these challenges. Investment in these issues is generally safe and necessary. Executive question: "Are we properly informed and organized to deal with these issues, and are we certain there are no hidden surprises?" - and - "Since we are strong here, can any of these threats be turned into opportunities?"	**weaknesses/threats** **potentially high risk** Assessment of risk crucial. Where risk is low then we must ignore these issues and not be distracted by them. Where risk is high we must assess capability gaps and plan to defend/avert in very specific controlled ways. Executive question: "Have we accurately assessed the risks of these issues, and where the risks are high do we have specific controlled reliable plans to avoid/avert/defend?"