



Institutional Situation

SWOT Analysis

STRENGTHS

- Distance education pioneer (multi-modality)
- Relative affordability; best value potential
- Breadth of student engagement opportunities
- Breadth of programs given size
- Only university in eastern Oregon
 - Arts and cultural hub of region
 - Access advantage for existing population
- Teaching faculty
- Established partnerships (BMCC, TVCC, OHSU, OSU)
- Campus condition, athletic facilities, and programs
- Passionate people with caring attitudes

OPPORTUNITIES

- 2+2 partnerships with community colleges
- Changing regional demographics (Latino, Native American)
- Interest by Micronesian population
- Program and regional alignment (regional entanglement)
- Trends in online education (increasing importance of distance opportunities)
- State emphasis on culturally responsive teachers
- Global need for niche programs
- Growing interest/emphasis in accelerated learning

WEAKNESSES

- Local population and economic stagnation
- Limited responsiveness to demographic shifts in state and region
- Gaps in program connectivity to regional needs
- Financial and leadership instability
- Limited depth of available resources (\$, conduits to connect)
- Mission drift and loss of distance education/online market advantage
- Organizational disconnection (silos)
- Extremely limited international student population
- Small endowment and limited culture of philanthropy
- Technology and systems implementation and utilization
- Limited market exposure

THREATS

- Oregon Promise shift in traditional student behavior
- Other institutions better serving regional needs
- State funding uncertainty and general access to financial resources
- Loss of political influence
- Competition – other institutions offering better value
- OSU Cascades market disruption
- Erosion in relevance