SWOT Efficacy Pilot

DATA & SWOT FORMAT WORKSHOP

3.3.23

Where are we now?

Mission, Vision, & Values video emailed on 2/15/23

Writers are working on Parts 1 & 2

Mentors arrange Zoom meetings for questions, review, and feedback on Parts 1 & 2

Part Three: SWOT

- Often Referred to as Micro-Efficacy

- Focus Changes Annually

- History is stored Meta

- Year 1: Program Overview
- Year 2: DEIA/Access
- Year 3: Program Demand and Currency
- Year 4: Productivity and Growth
- Year 5: Outcomes Analysis
- Year 6: Reflection

SWOT

WHAT IS IT?

S.W.O.T. – an acronym that stands for Strengths, Weaknesses, Opportunities, Threats.

WHAT CAN IT DO FOR ME?

It enables a program, department, or unit to assess a changing environment and respond proactively.

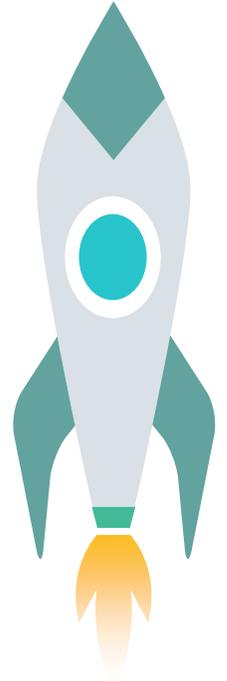|	Positive	Negative
Internal	**Strengths** What are you already particularly good at? What are your advantages?	**Weaknesses** What areas do you need to improve? What are your disadvantages?
External	**Opportunities** What are the factors that can contribute to your success?	**Threats** What are the potential problems or risk you face?

Where might potential data be?

PRIMARILY STUDENT & ADMIN SERVICES

Campus Climate Surveys

SARS

Starfish

Internal Surveys

Cranium Cafe

Research & Planning

PRIMARILY INSTRUCTION

Data Dashboard

Guided Pathways Beta Site

Environmental Scan - External

Occupational Outlook Handbook - External

ACCJC Annual Report (Some Licensure Rate & Job Placement Rates

Lightcast Data – External

Research & Planning

SWOT Tips

❖ Only accept precise, verifiable statements

❖ Keep lists of factors lean and focused—
   prioritize/rank order them

❖ Make sure action ideas are carried forward
   throughout the planning, development,
   and implementation process

❖ Be Succinct – Not a Data Dump

❖ Have conversations with your colleagues

Speaking of Feedback…..

Ask Yourself
- How do you give feedback to students?
- What type of feedback would you like to receive?

Avoid Using Language Associated with Old Process
- Does Not Meet, Probation, Conditional

AVOID!!
- Killer comments
- Automatic stamp of approval
- Monopolizing the discussion
- Getting off track

Constructive Feedback

Your planning goals could benefit from the addition of action steps

I feel your enthusiasm when you speak about your program, could you incorporate more of that enthusiasm into your program description

I feel that AB 928 is a threat to my department. How does it impact your area? Are you familiar with AB 928?

Reframe

INSTEAD OF	TRY
1. You didn't do….	1. Can you show me where…
2. It's too long and I don't understand	2. Using bullet points would highlight your strengths and make that section easier to read
3. Your enrollment is declining, and you don't even mention it, that's bogus dude.	3. I see that your enrollment is declining. Do you consider that a weakness or a threat? Perhaps you could add some enrollment activities to your planning. Paul's office makes awesome pamphlets
4. You've attested that your curriculum is up to date, but I'm on the curriculum committee and that is so not true.	4. Have you run a report in CurricUNET lately? It shows which clsses are up to date. I can help you.

Next Steps

March 3, 2023: Zoom Workshop 9:00 am – 10:30 am
- Part 3: S.W.O.T.
- Where to find Data

March 10, 2023: Drop-In Data Lab via Zoom 9:00 am – 10:30 am
- Volunteers Needed

March 15, 2023: Planning Goals Tutorial Released

March 17, 2023: Drop-In Lab via Zoom 10:30 am – 11:30
- Volunteers Needed

Mentor set up Zoom meeting prior to 3/31/23

Final Drafts Due 4/6/23

In-Service Day 4/11/23

Where to find help

- Reach Out
  - Cohort Mentors & Members
  - Committee Co-Chairs
    - Joanna Oxendine
    - Celia Huston
    - Dani-Graham (Co-Chair elect)
  - Researchers
- Attend Drop-In Sessions

- Review the Zoom recording of this meeting