

STRENGTHS

Faculty-Student ratio
Quality Programs Location
U-M Brand
Affordability
Flexible/Online Course
delivery
Engaged Learning/Community
Research-Teaching Balance
Cultural Diversity

Research - Teaching Dalam Cultural Diversity

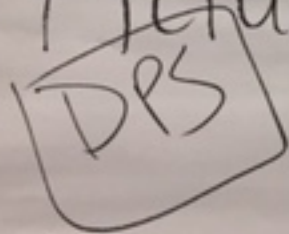
Attract + support diverse/
non-trad. students

We care/want to be here!
(do more w/ limited resources)

Strong endowment

Beautiful campus

Actual safety on campus



40K alumni

WEAKNESSES

Flint (water + crime)*

Lack of resources

Lack of campus life —

not big
no athletics

Progs not market-based

Grad rates / retention

Technology / data

Lack of identity

Weak Ties to alumni

Service obligations

Staff career paths —

prof.
level.

Diversity — not diverse
(inconsistent) enough

diff directions

Staff career paths -

Diversity - not diverse
(inconsistent) enough

Rowing in diff. directions

Still need to improve ^{details}
physical space

ADA / accessibility

Community colleges cheaper
Student financial challenges

Departures for Mott

★ a lot of these items
impact enrollment

OPPORTUNITIES

New revenue streams

New programs / markets

Community / business partnerships

Improve campus life

K-12 pipelines / dual enrollment

Community college trans.

Internships

Alumni - untapped potential

~~Promote~~ / support faculty market

A2 collaborations

Partnerships

~~Promote~~ / support facu
market

A2 collaborations

Better define aspirations
(for diversity)
(employers want this)

Faculty / univ. club
Campus social connections

Building community

International Plships

Increased efficiencies

THREATS

Intl

Competition / Online Tech. / Free
Political climate / immigration
Weak economy / jobs
Flint / crime / water / politics
financial aid from Mich
state appropriations
Value + accountability

declining h.s. Threat to diversity + internat'l pop
+ cc pop

demographics

... / "word of

Value + accountability

Declining h.s. Threat to diversity

~~US pop~~ population + international pop

demographics

Social media / "word of mouth"

Changing student habits/norms / attention span

Wealth gaps - Flint US
higher ed

↑ Job/career expectation