

Faculty SWOT Analysis Summary **May 15, 2011**

In April, 2011, the Vincennes University faculty was asked to complete a SWOT analysis, focusing on the issue of assessment at VU, its history at VU, the assessment strategic plan, and its purpose in an AQIP institution. The following is a brief summary of the results.

Strengths:

- A hard-working, intelligent, high-energy, high-quality faculty
- A faculty that is dedicated to quality instruction and the students
- Many faculty members who are already doing assessment, either formally or informally
- Many faculty who are already doing assessment for specialized accreditors
- Many faculty who understand the need and who are dedicated to the process and its value
- Recognition that most faculty will “buy-in” once the value of assessment is clear
- The new focus on and commitment to assessment, including the new leadership

Weaknesses:

- Assessment remains a vague process to too many faculty
- Need for a clear policy on how to document procedure
- Too little awareness of the quality assessment that is already occurring on campus
- Need for direction and a campus-wide assessment plan
- Data collected in the past led to no change or improvement, and no follow-up on the work was completed
- Too many faculty who resist and do not participate

Opportunities:

- The new strategic plan offers a fresh start to clarify the specifics of a campus-wide plan and develop a culture of assessment
- An opportunity to address the Higher Learning Commission of North Central’s criticism of VU and develop a systematic, high quality approach to assessment
- A chance to improve programs and to reconsider teaching methods
- An opportunity to use assessment to encourage people to work together
- A commitment to continuous quality improvement has the potential to improve VU
- New Director of Institutional Effectiveness will mean one-voice and one set of assessment guidelines

Threats:

- Loss of accreditation if VU does not develop a formal structure and process
- Too many people at the institution do not believe in the work or benefit of assessment
- Too much “doom and gloom” and the effort must help faculty see the value of assessment
- People are overworked and the paperwork will mean more
- Takes time away from teaching
- Wasting time collecting data that won’t be used
- Too little professional development in the past; has to be more
- Poor success rates of underperforming students might lead to job loss
- New Director is interim, so possibly another system in two years