

Non-Instructional Staff SWOT Analysis Summary

October 15, 2011

In September, 2011, the Vincennes University non-instructional staff 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:

- Committed staff that is willing to work on assessment or already doing assessment
- Recognition that assessment can lead to improved processes and functioning
- Recognition that assessment will help students
- Increased commitment by President and Board
- Recognition that assessment will give feedback on strengths
- Greater awareness of the need to do assessment
- Strong assessment plan and Director with a clear vision of what is needed

Weaknesses:

- Data-driven decision making is not part of the VU culture
- Lack of a focused effort and not used to collecting data
- Lack of understanding of how to complete the process
- Non-instructional assessment has not historically been connected to day-to-day operations
- Lack of clear expectation that all non-instructional offices participate in the process
- Lack of staff needed to complete the assessment and improvement processes
- Lack of unit coordination of assessment activities and decision making
- Need for more focus on non-instructional assessment
- Too little information being shared between offices

Opportunities:

- Many day-to-day activities and processes to assess and improve
- Opportunity to build a culture of data-driven improvement
- Opportunity to help students by improving services and curriculum
- Chance to consider new ways to assess and improve
- Opportunity to build communication and cohesiveness between offices
- Chance to improve university-wide understanding of VU needs
- Chance to improve University communication and morale through improvements
- New opportunity for staff professional development

Threats:

- Need for everyone to commit to assessment and data-driven improvement
- Poor results will be seen as a threat to staff employment and for positions
- Assessment requirement that is perceived as disconnected from day-to-day business
- Budget cuts and fear that needed improvements will not be implemented
- Lack of sufficient numbers of staff and time needed for assessment and improvement
- Unwillingness by some to consider new ways of doing business or improvements
- Need for clear directions and assistance in developing effective assessment processes
- Need for individuals in units to work as a team and for units to work together