

SWOT ANALYSIS*

ENMU-ROSWELL

*Developed by Core Staff January 23, 2019

Strengths

- Good/Dedicated People/Leaders
- Quality People
- Water
- Space Availability
- Swimming Pool
- Large Grant Support
- Vision—Share in Cross-Training
- Quality Instruction
- Reasonably Funded
- Breadth of Programs (Unique)
- Not Administration Heavy
- State-of-Art Programs
- Strong Bandwidth
- Roswell Recognition (Name)

SWOT ANALYSIS*

ENMU-ROSWELL

*Developed by Core Staff January 23, 2019

Weaknesses

- Inconsistencies (Policy/Procedures)
- Age of Buildings
- Better Data Collection/Sharing
- Sense of Direction not Clear (Independent/Branch/System)
- More Information Needed from Local Businesses
- Program Alignment with Portales
- Partnership w/Secondary Schools
- Recruitment Strategies
- Planning/Assessment
- No Data Center (No Back-Up)
- Infrastructure/Maintenance System/Old Equipment
- Location of Campus
- Low Enrollment (Class Loads, Small in Some)
- Lack of Community Support
- Course Offerings Challenges
- Lack of Teamwork/Cross-Training
- Underutilized People
- Good People in Wrong Spots
- Dining Services (Auxiliary Services)

SWOT ANALYSIS*

ENMU-ROSWELL

*Developed by Core Staff January 23, 2019

Opportunities

- Enrollment Growth with Adult Outreach and New Recruiter
- Renewed Energy/Optimism
- Inclusive Strategic Planning Process
- Improve Efficiencies—Reduction Programs/Costs
- Look at Programs Productivity
- Availability of Capital Dollars to Make Improvements to Facilities
- Oil Patch Booming—Professional
 - Development Needs
 - Non-Credit Training
 - Training on Demand
 - Partner Opportunities w/Other Schools/Businesses
- Alignment with Portales
- Alignment with Secondary Schools
- Community in Need of Education
- More Communication/Strategic Planning
- Name Recognition of Roswell
- Political Connections/Support
- Possible Department of Health—Funds for Special Services
- Compensation Study to Look at Wages

SWOT ANALYSIS*

ENMU-ROSWELL

*Developed by Core Staff January 23, 2019

Threats

- Continued Drop in Enrollment
- Reliance/Decrease in State Funding
- Minimum Wage Changes
- Changing Demographics of Area
- Lack of Economic Growth
- Oil Patch—Low Skilled Jobs/High Wages
- Overextending Programs without Support/Commitment
- Lack of Desire or Understanding of Benefits of Education
- Lack of Jobs (Skilled)
- Aging Infrastructure
- Inconsistencies in Policy/Procedures Impact Future
- Online Competitors
- Competition for Employees