Memo 2 – individual assignment

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**SWOT ANALYSIS**

A SWOT analysis is a tool that can be used for the purpose of assessing university internal and external environment. It shows the University’s strengths, weaknesses, opportunities, and threats. Strengths are factors that are internal to the organization and assist in achieving different objectives. Weaknesses are factors that are internal to the organization and offer hindrance in achieving different objectives. In addition, opportunities are factors that are external to the organization and assist in achieving different objectives. Threats are factors that are external to the organization and offer hindrance in achieving different objectives. This paper will conduct a SWOT analysis of George Mason University in order to show its current position and possible future position.

**Executive summary**

Assessment of strategic plan 2014 of George Mason University reveals its different strengths, weakness, opportunities, and threats (George Mason University, n.d.). The University has an experienced and highly qualified faculty. The faculty is assisting in maintaining the quality of education in the university. Students also have different support programs including the facility of online courses. Students also have the opportunity of internships and jobs due to partnerships of the university with different employers. Moreover, the university is a part of an online community as it has partnerships internationally and accommodate more and more international students. Its weakness includes less financial stability in terms of funds and donations. In addition, it does not invest much for research, marketing and an increase in enrolment of students. It can increase its global presence by having more and more partnerships internationally. However, it is also facing different threats such as a change in the technology is bringing new areas in the courses. Now there is an increasing trend of blue collar jobs. It is also difficult due to economic instability to maintain the quality of education at affordable rates by students.

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| **Strengths** | **Weakness** |
| * Highly-skilled and professional faculty   George Mason University has a highly skilled and professional faculty.   * Affordable education   Mason is providing an affordable and prudent college choice.   * Academic programs with national accreditation   Its programs are nationally accredited.   * Quality Student Services   Students have strong administrative support for academic programs.   * Reputation as an international university   Mason is an internationally recognized university.   * International Program Support   University has strong international partnerships.   * Online programs   Students are getting more than 50 online and hybrid program options for undergraduates (Mason University, n.d.-a)   * Part of an international community   University has an international reputation and students from all over the world come and join the university.   * Advantages of the Honors College   Mason has the status of Honors College and students receive individualized academic advising and have close interaction with faculty.   * Internships   The university gives an opportunity to experience the real world of the workplace so they can have meaningful careers in a global society. Students complete at least one internship before graduation.   * Teaching and Learning   Faculty are required to fulfill the lofty standards. Teachers can have this through experiential learning and research opportunities.   * Community Builder   It has regional partnerships and commitments contributing to the cultural vitality of the community (Mason University, n.d.-b).   * Return on Investment   University has innovative partnerships with employers that support student’s career readiness. | * Underfunding in many areas   The university faces a shortage of funds in different programs.   * Lack of faculty Scholarship support   Faculty do not get adequate financial support.   * Low ethnic diversity   Although students come from different countries still it is low in ethnic diversity.   * Declining enrollment   Due to changing international standards, now there is less enrolment in different programs.   * Lack of marketing   On the international level, the university lacks marketing strategies to increase enrollment. |
| **Opportunities** | **Threats** |
| * Global learning platform   Through partnerships and other forms of presence, the university can have a global learning platform.   * Online opportunities worldwide   It can extend the number of courses offered online.   * Growing public interest in educational value   Now people are becoming more conscious about education. | * Risk of losing experienced   Due to better opportunities in the market, there is a risk of losing experienced staff.   * Competition for students   Students face competition, internationally.  • State Policy Changes  The state may change its policies that affect students as well as the university.   * Maintain the quality   University is offering education at affordable rates and thus face difficulty in maintaining quality in the long run due to economic uncertainty.   * The trend of blue collar jobs   Now focus is more towards the blue collar jobs and university education is lacking its importance.   * Change in information technology   With technological advancement, there is a threat of continuously changing in information technology. |

References

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