



# **Strengths, Weaknesses, Opportunities, and Threats (S.W.O.T.) (External)**

*Office of Institutional Effectiveness and Planning – 2017*

Halifax Community College

**External S.W.O.T. ANALYSIS with recommendations and including responses to additional questions**

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## Halifax Community College

### ENVIRONMENTAL ASSESSMENT/ANALYSIS (External S.W.O.T.)

HCC strives to meet the diverse needs of our community. In order to meet these needs continuously, the College must assess the environmental trends relative to the rapidly changing and globally competitive marketplace.

**ADVISORY COMMITTEE MEMBER:** *Please give us your input in the categories below for the program you are affiliated with that will help HCC in the preparation of our 2017 Strategic Plan*

#### Additional Questions

1. What have been your experiences with HCC?
2. What are the educational concerns of the community?
3. What are the educational needs of the community/region in terms of graduates, work skills, etc.?
4. What are the workforce needs of the community/region?
5. How can HCC continue to help foster the needs of the community?
6. What are your expectations of HCC in the community?
7. In what ways can HCC collaborate with local leaders and businesses?
8. In what ways would you recommend partnership with leaders and businesses in an effort to increase the workforce foot print in the region (bringing in more business)?
9. What are your visions for HCC in terms of the community?
10. What ways can HCC partner with local school districts?
11. What can the Business community and leaders contribute to HCC to make it a viable Educational Destination?

## External S.W.O.T 1

1

### Strengths (highlight these)

- Small classroom sizes, close proximity to Virginia and its proximity to surrounding North Carolina counties, one of only two counties offering a dental hygiene program in Eastern North Carolina, dedicated and highly qualified faculty, early college program, health related program offerings and The Centre.

### Weaknesses (mitigate these)

- There is a lack of outreach or advertisement to the local community about the dental hygiene program offerings.

### Opportunities (exploit these)

- Access to healthcare and dental care is becoming more of a priority to the population which can attract patients to the HCC Dental Hygiene Program. Adult learners are becoming more popular in the community college setting. Also, more high school students are becoming more aware of the advantages of beginning at a community college level and transferring to a university after earning an associate's degree.

### Threats (defend against these)

- Lack of advertisement for the dental hygiene program can decrease future program numbers as well as future patient numbers.

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***Your RECOMMENDATIONS to:***

1. Optimize **Strengths:**  
Advertise ALL programs offered especially programs which are often neglected such as the HCC Dental Hygiene Program.
2. Mitigate against **Weaknesses:**  
Learning of new ways to advertise to new students and potential patients of the HCC Dental Hygiene Program.
3. Exploit **Opportunities:**  
Outreach programs to the local and surrounding populations of current programs offered at HCC.
4. Defend against **Threats:**  
By HCC advertising one of the most in demand health programs, the HCC Dental Hygiene Program.
5. **Future trends of our Programs:**  
Dental hygiene remains one of the fastest growing careers in the US. If HCC wants to continue with this trend, advertisement and outreach to future students, dedicated faculty and staff and patients will be necessary.

**Additional Questions**

1. What have been your experiences with HCC?
  - I graduated from the HCC Dental Hygiene Program in 2014. I had a wonderful experience while in the program and have the honor of completing my internship with the HCC Dental Hygiene Program while a Master of Dental Hygiene student at the University of Tennessee Health Science Center. My instructors were and continue to be some of the most influential mentors I have ever had.
2. What are the educational concerns of the community?
  - Access to care, lack of oral and overall health knowledge.

3. What are the educational needs of the community/region in terms of graduates, work skills, etc.?
  - Program advertisement and information.
4. What are the workforce needs of the community/region?
  - New opportunities, industries and employers.
5. How can HCC continue to help foster the needs of the community?
  - Keeping up-to-date with technology, industry and health related issues and programs.
6. What are your expectations of HCC in the community?
  - To answer our community's need of lacking access to dental care through the HCC Dental Hygiene Program.
7. In what ways can HCC collaborate with local leaders and businesses?
  - Advertising to various sectors on the advantages and offerings of the HCC Dental Hygiene Program.
8. In what ways would you recommend partnership with leaders and businesses in an effort to increase the workforce foot print in the region (bringing in more business)?
  - Advertising, networking, promoting etc.
9. What are your visions for HCC in terms of the community?
  - I see the HCC Dental Hygiene Program as an asset to the community. I believe with proper support from HCC, the HCC Dental Hygiene Program can be a powerhouse for this community.
10. What ways can HCC partner with local school districts?
  - Promotion of the HCC Dental Hygiene Program, possibly through grant programs.
11. What can the Business community and leaders contribute to HCC to make it a viable Educational Destination?
  - Scholarship opportunities, grant opportunities, job opportunities, acknowledgement of the benefits that HCC offers especially the HCC Dental Hygiene Program.

## External S.W.O.T 2

### Strengths (highlight these)

- Small, supportive community environment.
- Small class sizes
- Qualified staff

### Weaknesses (mitigate these)

- Lack of job opportunities
- The distance of 4-year colleges that would allow students to move forward with advanced studies
- The distance of 4-year colleges that would allow students to move forward with advanced studies

### Opportunities (exploit these)

- More small businesses to provide more job opportunities

### Threats (defend against these)

- Lack of time management and study skills classes for students at the start of their educational career at HCC.

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***Your RECOMMENDATIONS to:***

1. Optimize **Strengths**
  - Encourage more students to participate in the programs and support systems that are available to them.
  - Survey students to determine their interests and develop additional programs/opportunities/clubs based on the findings from the survey.
  - Plan classroom instruction that will allow for more differentiated instruction that is quite possible with such small class size.
  
2. Mitigate against **Weaknesses**
  - Encourage and support the start of more small businesses (local) and training programs to prepare students to work virtual/home-based jobs
  
3. Exploit **Opportunities**
  - Support in place to help students and community members establish small businesses that will help with the employment rate.
  
4. Defend against **Threats**
  - Provide mandatory study skills and time management classes. These can be facilitated on campus or via a prerecorded webinar. Both methods will include a way to measure students understanding.
  
5. Future trends of our Programs



## External S.W.O.T 3

### Strengths (highlight these)

- Develop programs that the industry in the Halifax/North Hampton county builds upon to grow our work force.

### Weaknesses (mitigate these)

- Work with industry leaders to fulfill their needs.

### Opportunities (exploit these)

- Work with State and Federal Associations to fund programs that develop programs unique to Halifax and North Hampton counties.

### Threats (defend against these)

- Have the vision necessary to see developing trends in the community and company work forces. Build programs to keep industry in the county not leaving the county.

1. **Future trends of our Programs** – Renewable energy and heavy in electrical programs.

### **Additional Questions**

1. What have been your experiences with HCC?
  - I graduated from HCC with 3 degrees and hired former students.
2. Graduation rate for high school students and HCC training for new graduates to fill a retiring work force.
3. What are the educational needs of the community/region in terms of graduates, work skills, etc.?
  - Electrical, skilled labor, maintenance workers, welders, HVAC
4. What are the workforce needs of the community/region?
  - Skilled labor
5. How can HCC continue to help foster the needs of the community?
  - Provide training in the skilled labor force.
6. Provide needed training for the local work force.
7. Hold meetings and visit the local industries to identify concerns and issues.
8. In what ways would you recommend partnership with leaders and businesses in an effort to increase the workforce foot print in the region (bringing in more business)?
  - Bring new vision to the community leaders. Current leaders are in the mind set of farming and behind the times for the county. The commissioners are over the age of 65 and hold older beliefs in the way things operate.
9. Partner with the community and provide vision for industry and county leaders.
10. What ways can HCC partner with local school districts?
  - Demonstrate to the schools the careers that are available by skilled workers.
11. What can the Business community and leaders contribute to HCC to make it a viable Educational Destination?
  - Partnerships, demonstrate what HCC provides to each group.

## External S.W.O.T 4

### Strengths (highlight these)

- Communication

### Weaknesses (mitigate these)

- Communication

### Opportunities (exploit these)

- Share community college options to newcomers and vested stakeholders

### Threats (defend against these)

- Continue to be approachable and be seamless with information.

1. **Future trends of our Programs** – more professors coming to the high school campus to teach classes when transportation and scheduling may be a problem for the students to get to the college campus.

## Additional Questions

1. What have been your experiences with HCC?
  - I have worked with HCC over several years with high school students taking dual enrollment.
2. What are the educational concerns of the community?
  - Affordability of classes and being trained for skilled employment.
3. What are the educational needs of the community/region in terms of graduates, work skills, etc.?
  - Can an interest survey be done to find the needs of employers in the area
4. What are the workforce needs of the community/region?
  - Not sure
5. How can HCC continue to help foster the needs of the community?
  - Continue providing programs for everyone.
6. What are your expectations of HCC in the community?
  - Continue to provide educational opportunities locally.
7. In what ways can HCC collaborate with local leaders and businesses?
  - Have informational sessions to see what local leaders and businesses need and offer the educational training needed.
8. In what ways would you recommend partnership with leaders and businesses in an effort to increase the workforce foot print in the region (bringing in more business)?
  - Look at the job market for the future, train people in those jobs and invite companies in to see that there are already trained individuals waiting for employment.
9. What are your visions for HCC in terms of the community?
  - Growing and providing educational opportunities. Partnering with more colleges/universities.
10. What ways can HCC partner with local school districts?
  - Bring in College/high School liaisons to work with all high schools and meet the needs of those interested students.
11. What can the Business community and leaders contribute to HCC to make it a viable Educational Destination?
  - Use HCC for training.

## External S.W.O.T 5

### Strengths (highlight these)

- The 2 Plus 2 Bachelor of Social Work with East Carolina University. Also, networking, community outreach service providers, support groups and volunteer commitment.

### Weaknesses (mitigate these)

- The main factor that has hindered HCC student's employment as DSS has been the criminal background check. Some students have applied for employment after receiving Associates Degree in Human Services, only to be declined due to criminal background activity. Also, the lack of motivation and accountability. Students are not focused and waste time.

### Opportunities (exploit these)

- Trends most noted at DSS have been health related issues and the overall effect they have on individuals physically, emotionally, economically and socially. Also, technology and leadership skills.

### Threats (defend against these)

- Threats are the same as weaknesses. Along with the lack of commitment, technology, mental challenges and not being self-motivated. Also, diverse languages.

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**Your RECOMMENDATIONS to:**

1. Optimize **Strengths**  
Students need to think of their achievements and list strengths and abilities (skills).
2. Mitigate against **Weaknesses**  
Observe how other individuals deal with their weaknesses.
3. Exploit **Opportunities**  
To use the resources that are available to them.
4. Defend against **Threats**  
**N/A**
5. **Future trends of our Programs:**  
Integration. Alternative education through software programs. HCC can partner with area businesses to offer training programs.

**Additional Questions**

1. What have been your experiences with HCC?
  - Positive
  - Open door policy appreciated
  - Received AA from HCC
2. What are the educational concerns of the community?
  - HCC lacks full online curriculums for working individuals to pursue higher studies
  - Lack of motivation towards learning
3. What are the educational needs of the community/region in terms of graduates, work skills, etc.?
  - Mental Health

- Special Education Services
  - Educational needs for DSS are being met in the Human Services Curriculum
4. What are the workforce needs of the community/region?
    - Generic Income Maintenance Caseworkers
    - Training
    - Education
    - More jobs
    - Job Readiness Skills
  5. How can HCC continue to help foster the needs of the community?
    - Continued student co-ops and possible shadowing programs that will help foster the needs of the DSS
    - Continued workforce and job training workshops and programs
    - Respond to community issues such as poverty, health, teen behaviors and homelessness
    - Community Service Activities
  6. What are your expectations of HCC in the community?
    - To produce qualified individuals who are aware of and willing to assist individuals with ongoing challenges and changes that affect the most vulnerable individuals in the community without pre-judgement or personal interest
    - Help students
    - Prepare students to meet the needs of the workforce
    - Integrate technology into every area of learning
  7. In what ways can HCC collaborate with local leaders and businesses?
    - Continuation of student co-ops
    - HCC can collaborate with local leaders and businesses by communicating and problem solving as a team
    - Build networking, social, marketing skills
  8. In what ways would you recommend partnership with leaders and businesses in an effort to increase the workforce foot print in the region (bringing in more business)?
    - Recommend partnership with local leaders and businessman to promote small business department

- DSS has recently partnered with HCC to offer NC Fast preparation for those individuals who are interested and have had an ongoing student internship for many years

9. What are your visions for HCC in terms of the community?

- To promote themselves as a caring institution
- To provide excellent academic programs and continue workforce training
- Improve quality of life for people in rural areas
- Stay deeply involved with citizens of the community
- Continue the mentoring program for young men, transfer programs and relationships with other colleges

10. What ways can HCC partner with local school districts?

- Offer AP and Honor classes
- Career preparation
- Mentoring
- Promote diversity to help achievement gap
- Come up with programs to assist students with limited resources

11. What can the Business community and leaders contribute to HCC to make it a viable Educational Destination?

- Support
- Training and workshop forums
- Possible employment
- Teach leadership courses
- Recommend partnership with local leaders and businessman to promote small business department
- DSS has recently partnered with HCC to offer NC Fast preparation for those individuals who are interested and have had an ongoing student internship for many years



## External S.W.O.T 6

### Strengths (highlight these)

- Courses are offered through all instructional delivery modes; seated, hybrid and online
- Latest softest in Office suite and operating systems
- Project based learning. Students have the opportunity to take the Microsoft certifications
- Full time faculty, two adjuncts all qualified to teach transferable courses
- Hands on hardware lab (needs more equipment)

### Weaknesses (mitigate these)

- Old/outdated software in web technology courses
- Few specialization options
- Few seated classes. Program has only one full time faculty
- No funding to purchase lab equipment and materials
- Loss of MOS certification opportunity due to no funding

### Opportunities (exploit these)

- Offer CTE courses to high school students
- Offer 100% online courses
- Cybersecurity specialization
- International students

### Threats (defend against these)

- Online colleges
- Low enrollment
- No budget/low budget
- Low employment opportunities in the area

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***Your RECOMMENDATIONS to:***

1. Optimize **Strengths**

- Explore other sources of funding such as through STEM to maintain and optimize strengths.

2. Mitigate against **Weaknesses**

- Funds should be provided to ensure that the web technology classes are taught with up to date software. Adobe for example, has a monthly subscription for its products. College should reinstate the Microsoft DreamSpark to provide students with latest Microsoft products. Additional full time faculty to create more seated class opportunities

3. Exploit **Opportunities**

- Create different CTE certificates with a variety of specialization tracks. Partner with high school counsellors
- Organize summer camps such as cybersecurity camps
- Offer 100% online degree to target working adults
- Explore admission path for international students including form I-20

4. Defend against **Threats**

- A 100% online degree in Information Technology is proposed

5. **Future trends of our Programs**

- The present Computer Information Technology program will be archived in summer 2017. Effective fall 2017 a new program, Information Technology A25590 will be offered by HCC. The college has state approval to offer three specialization tracks in the AAS Information Technology degree namely; Information Systems, IT Business Support and Software & Web Development