## SWOT Analysis - Cosmetology

### Strengths (highlight these)
- Good student evaluations
- 80% of students pass State Board exams
- Clinical services were over $25,000 this year.

### Weaknesses (mitigate these)
- Classroom too compact with no windows
- Not enough products for clinical services
- Need to advertise more often
- Clinical services needed for students’ practical Services
- Slow process for requisition of products
- Budget shortfall

### Opportunities (exploit these)
- Enlargement of the department
- Additional classrooms
- Part-time instructor
- State Board approval for enlargement
- Increase student enrolment

### Threats (defend against these)
- Client satisfaction
- Communications when emergencies occur
- Not receiving critical information in a timely matter
- Salons could lower their prices
- Salons could hire out of the area cosmetologists instead of HCC students
- Dissatisfaction of salon owners that hire HCC students
- Outdated equipment
What is required to mitigate your weakness?

- More up-to-date products
- Quicker turn around time with requisition products
- More class trips and hair shows
- Visitations by salons, spas, and other Cosmetology schools
- New DVDs, videos, and hair magazine publications
- Update equipment every 10 years

What is required to defend against threats?

- 85% of students hired locally
- Salons and spas as far away as Asheville requests our students
- Each graduation salons are calling to see how many students we have to go to work
List all accomplishments in your units in the past three years.

<table>
<thead>
<tr>
<th>Date</th>
<th>Accomplishment</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>80 % State board passenger rate</td>
</tr>
<tr>
<td></td>
<td>Renewal of school license</td>
</tr>
<tr>
<td></td>
<td>Instructors complete Continuing Ed each year</td>
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<tr>
<td></td>
<td>Advisory Board meets yearly</td>
</tr>
<tr>
<td></td>
<td>Completion rates are at 83%</td>
</tr>
<tr>
<td></td>
<td>Whenever we can enter students into competition our students win 1&lt;sup&gt;st&lt;/sup&gt; and 2&lt;sup&gt;nd&lt;/sup&gt; place</td>
</tr>
</tbody>
</table>
## SWOT Analysis - Industrial Systems Technology

### Strengths (highlight these)
- IST offers students in HCC service area a great education that will enhance the students workforce skills
- The skills learned in the IST program will personally benefit students, their families, and our community by enabling them to enter the workforce as a productive citizen.
- Our program transfer to ECU for a 4 year degree (all online)
- Open enrollment
- Students/grads are happy with the program and how it meets their needs
- Diverse students (all ages, sex, and race)
- Well trained instructors
- Recently added a certificate program
- Program has good reputation with local industry
- High paid grads
- Program has it’s own computer lab in rm413
- Recently received 10 new digital multi meters
- Teach mil spec soldering (added EGR131 to meet the needs of local industry - flexible)

### Weaknesses (mitigate these)
- Budget
- Low number of lab stations means students are having to double up
- Overloading of machine shop
- Recently lost 25 year vet program head
- Advisory committee (not being utilized really)
- Marketing has been minimal if any

### Opportunities (exploit these)
- Increase marketing by getting new brochures
- Build better relationship with Advisory committee
- Look into using the marquee out front (has yet to be used for my program)
- Look into evening course offerings (used to have a huge evening program)
- HCC homepage could be used – picture from my program area would be nice

### Threats (defend against these)
- Economy – program cycles with economy
- Calibre of student
- Many lab stations are in bad shape and need of repair
- State budget constraints causing valued faculty to suffer pay cuts
- Economic base of community and decreasing population
- Unprepared students entering HCC (very few arrive at HCC with the required reading and math skills from high school)
- Difficult to find quality adjunct instructors
**What is required to mitigate your weakness?**

Budget: Pretty much at the control of the college.

Low number of lab stations means students have to double up: This is directly tied to budget. Without funds, additional lab stations cannot be purchased and students will have to continue to double up. Through creative thinking, I may be able to come up with dual activities where half the class is performing the lab while the other half is on another task. This may work in a few classes but not in all.

Overloading machine shop: This one is one that bothers me as it is a safety issue on top of a learning issue. The machine shop is a place where serious injury can take place if one is not 100% on task. Doubling students usually prevents one from being 100% focused on task. If I can get them to keep the numbers at 9 students (instead of 12) I think I can make it work safely.

Recently lost 25 year vet program head: I have been here 21 years and hope to fill this gap.

Advisory committee (not being utilized really): As the new Department Head, I hope to change this into a positive thing.

Marketing has been minimal if any: Again, as the new Department Head, I plan to utilize the marquee at the school entrance (currently working on catching slogan), and the HCC webpage more to my advantage. I just had new brochures printed up for the program as well. Plan to continue with all outreach opportunities.

**What is required to defend against threats?**

Economy – program cycles with economy: After being here 21 years and seeing this occur, I’m not sure how to go about defending this threat. Hopefully aggressive marketing can help to a degree as well as using the advisory committee.

Calibre of student: The students are not always the best students for the field (all math based program and students are placing into MAT050. Look into ways to teach math concepts to math challenged students (if such a workshop exists).
Many lab stations are in bad shape and need of repair: This issue has been made know to admin and is on my list of things to do when monies are available – really tied to budget again.

State budget constraints causing valued faculty to suffer pay cuts: Not much I can personally do here to solve this. Our students have the potential to make more than we do (I have several that make $80,000). It’s a shame those doing the teaching to these students are still so underpaid but again, out of my hands.

Economic base of community and decreasing population: Once again, something I as an HCC employee have no control over (most all of these threats fall into this category – hence them being threats).

Unprepared students entering HCC (very few arrive at HCC with the required reading and math skills from high school): Here again is something I have no control over. The high schools keep trying to get advanced credit for their students yet at the same time, most graduate with substandard math and English skills – get the high schools to do their job and let us do ours (trained prepared high school grads).

Again, those who could be adjuncts are making way more out there in the workforce than they would make teaching part-time for HCC so it will remain a challenge to find good qualified adjuncts.
List all accomplishments in your units in the past three years.

<table>
<thead>
<tr>
<th>Date</th>
<th>Accomplishment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Oct 2009</td>
<td>Recently added certificate program</td>
</tr>
<tr>
<td>Jun 07-May 09</td>
<td>Jason Bone was trained to teach machine shop classes upon Mr Beaver’s retirement.</td>
</tr>
</tbody>
</table>
### SWOT Analysis - Medical Laboratory Technology

#### Strengths (highlight these)
MLT is a high-demand career with limitless potential. There is currently a great demand for MLT’s across the country. The MLT faculty strives to provide the best possible education for the MLT students through classroom, laboratory and clinical experience. The MLT program is fortunate to have a strong working relationship with all of the local clinical affiliates to help provide valuable training to our students. Our students are highly recruited once they begin their clinical rotations. A high percentage of students taking certifying exams pass. MLT students are part of a learning community.

#### Weaknesses (mitigate these)
Decrease numbers of qualified applicants. Decreased enrollment is still an issue. Nursing and Dental Hygiene programs still attract the most qualified students due mainly to higher pay potential. MLT program is limited to 10 students as required by NAACLS accreditation for one faculty member. MLT students have difficulty with math. MLT students are not performing well in online chemistry. The program experienced a decrease in clinical affiliates in the fall 09 semester. The program is small and supplies are expensive. Supplies are not ordered in a timely manner especially for summer semester. MLT equipment is outdated.

#### Opportunities (exploit these)
With potential pay increases more students may become interested in pursuing MLT after the economy recovers. MLT graduates take a national certification and can work anywhere. MLT graduates have vast opportunities to expand their careers through more education and other industry.

#### Threats (defend against these)
Employers have decreased workforce due to the poor economy. Many positions are not being filled due to hiring freezes in the local area.
What is required to mitigate your weakness?

_Encourage local area schools to help students come in better prepared for math. Help the math department with a plan to help students achieve basic math skills._

_Hire the part-time phlebotomy instructor full time so there will be two qualified instructors for both curriculums._

Offer chemistry on campus again instead of online for better student success.

Requisition supplies ahead of summer and asked for the request to be held for perishable items.

What is required to defend against threats?

_An economy that is recovering and stable with increasing salaries nationwide._

_Acquire more clinical sites which was done in the fall of 09 in order to retain current students._

_Acquire simulation equipment as supplied by the allied health grant._
List all accomplishments in your units in the past three years.

<table>
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<tr>
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</tr>
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<tbody>
<tr>
<td>2007</td>
<td>MLT Department Head finished Master’s degree program to become a fully recognized program director as required by NAACLS.</td>
</tr>
<tr>
<td>2008</td>
<td>3 out of 4 graduates passed the ASCP exam and all 4 are employed. NAACLS re-accredited both MLT and PBT programs.</td>
</tr>
<tr>
<td>2009</td>
<td>Increased first year applicant pool and more students were enrolled than in previous years. Phlebotomy Instructor finished BS degree. Phlebotomy Instructor is currently enrolled in a Master’s degree program.</td>
</tr>
</tbody>
</table>
# SWOT Analysis - Nursing

## Strengths (highlight these)
- Educational level of faculty
- Willingness of faculty to participate in professional development
- Longevity of program – over 35 years
- Graduate skills needed in the community and elsewhere
- Support from local healthcare facilities as clinical sites

## Weaknesses (mitigate these)
- Older, outdated equipment
- Cost of program (books, supplies, uniforms)
- Finding qualified admission candidates in area
- Competition from other schools – community colleges and baccalaureate nursing programs
- Rural setting

## Opportunities (exploit these)
- Reaching out to non-traditional nursing school candidates (males, second career students)
- Healthcare jobs appealing during economic downturn (recession proof)
- Early recruitment – middle school students interested in health careers
- Improvements being made in developmental courses getting students ready for difficult nursing curriculum

## Threats (defend against these)
- High retention of students can mean low pass rates on licensure exams
- High pass rates on licensure exams often follow lower retention of students, which causes loss of FTE
- How do we retain students AND ensure success on licensure exam?
- Small community – reputation of being a difficult program
What is required to mitigate your weakness?

Information sessions – varying times

Increased publicity for program (local radio, TV, newspaper)

Recruiting trips to middle schools, high schools

Focus on reading and math skills at HCC for pre-nursing students

What is required to defend against threats?

Change to concept-based curriculum

Students made aware of own responsibilities in learning process

Use of simulation to provide opportunities to develop critical thinking

Faculty awareness of public perception/opportunities to explain nursing program to public
List all accomplishments in your units in the past three years.

<table>
<thead>
<tr>
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<tbody>
<tr>
<td>North Carolina Board of Nursing Visit – October 2009; NEWH Nursing Consortium ADN and PNE programs passed with no recommendations (the Board’s highest standard); surveys occur every 7 years and are a requirement for all nursing programs in North Carolina.</td>
<td></td>
</tr>
<tr>
<td>Holly White accepted into Ladder to Leadership, a grand-funded program for young and innovated individuals who are looking to think outside the box to help communities who are less fortunate. This is a 16-month program which includes team meetings, webinars, sessions at the Center for Creative Leadership (Greensboro, NC), and mentorship.</td>
<td></td>
</tr>
<tr>
<td>Stephanie Terry obtained Master’s of Science in Nursing (MSN) – Nurse Educator degree from Old Dominion University</td>
<td></td>
</tr>
<tr>
<td>Judy Yates, Tammy Pleasant, and Phyllis Hayes are currently enrolled in MSN programs at University of Phoenix (Yates) or East Carolina University (Pleasant, Hayes)</td>
<td></td>
</tr>
</tbody>
</table>
## SWOT Analysis - Welding

### Strengths (highlight these)

Students feel that the quality of instruction in the program is very strong according to the student focus group.

The program has support from area industry which donates material, participates in advisory committee meetings, provides class field trips and provides classroom presenters.

- Kapstone, Weldon Steel, Dominion Power, Roanoke Rapids Dam

The department head is a Certified Welding Inspector and Educator through the American Welding Society

Students can become certified free of charge due to the department head being a certified welding inspector.

High enrollment and keeps increasing. More interested students are calling, emailing and visiting the welding department asking for further information on the program.

Student certification standards have been met.

The evening program has been successful since the start up in Fall 2008

Graduates have found jobs in local companies and local/traveling construction agencies.

### Weaknesses (mitigate these)

Funding Restrictions

Space Limitations for storage, equipment and student workspace

Funding to update equipment

Accommodating the high enrolment due to instructor, class and shop availability
**Opportunities (exploit these)**

- US Department of Labor projects a 5 percent increase in welding jobs

- Advisory committee members explained how welders are needed to maintain/repair aging infrastructure.

- Welders are always in demand because welding contributes to heavy manufacturing, light manufacturing, construction, transportation, electronic/medical, energy and much more.

- The welding advisory committee, Wall Street Journal and the American Welding Society has identified that the current welding professionals will be retiring due to the baby boomers and will open many welding positions for students.

**Threats (defend against these)**

- Budget restriction will damper material, consumables and equipment need.

- Resources not available to accommodate higher enrollment.
What is required to mitigate your weakness?

More funding for equipment additions and instructional supplies
Gain more class, lab and storage space
Look into hiring a second full time instructor

What is required to defend against threats?

Perkins Grant or other grants
Complete an assessment on the need of hiring a second full time instructor
Look into building a new shop or expanding existing area.
List all accomplishments in your units in the past three years.

<table>
<thead>
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<tbody>
<tr>
<td></td>
<td>For over 3 years, I have used my Certified Welding Inspector License to certify students to the American Welding Society guidelines.</td>
</tr>
<tr>
<td></td>
<td>I have gained more space for the welding program by pursuing the limited space issue; however, space is a reoccurring issue.</td>
</tr>
<tr>
<td></td>
<td>I have made blackboard a major component for all welding classes by having online assignments, study materials, testing, welding resources and for video links which increases the students education.</td>
</tr>
<tr>
<td></td>
<td>Created an evening welding certificate program in Fall 2008 which has accommodated more students and especially people with full time day jobs.</td>
</tr>
<tr>
<td></td>
<td>Provided students with field trips and classroom presenters to enhance their ability.</td>
</tr>
<tr>
<td></td>
<td>Graduated at Nash Community College with an Associate's degree in Welding Technology.</td>
</tr>
<tr>
<td></td>
<td>Attended the Welding Instructor Course at Hobart Institute of Welding.</td>
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<tr>
<td></td>
<td>Attended a 2 day welding instructor workshop at Lincoln Electric.</td>
</tr>
<tr>
<td></td>
<td>Attended an Aluminum Welding Seminar hosted by ESAB welding.</td>
</tr>
<tr>
<td></td>
<td>Participated in professional development activities (welding, retention, learning styles, etc.)</td>
</tr>
<tr>
<td></td>
<td>I was awarded a 5 year service award from HCC.</td>
</tr>
</tbody>
</table>
|      | Over the past 3 years, I have accomplished many goals to have the program where it is today:  
  - Obtained welding training to enhance classroom and lab instruction.  
  - Recruiting efforts to increase enrollment  
  - Cleaning and organizing to increase appearance of program  
  - Requested and purchased supplies, power tools and equipment to update program  
  - Created a MySpace webpage for welding students and prospective students. Added photos and information as a recruiting tool. |