

# COLLEGE of CHARLESTON

## STRATEGIC PLAN

### COLLEGE SWOTS EN MASSE

When faculty and staff were asked to SWOT the past two months, they responded en masse.

"I'm pleased to report that the SWOT subcommittee received over 4,000 entries from more than 100 separate units across the College, covering every single aspect of our work here," said Simon Lewis, chair of the subcommittee.

Unit representatives asked departmental staff and faculty for their thoughts and ideas about the College and their department's strengths, weaknesses, opportunities and threats.

The SWOT subcommittee is now examining, summarizing and analyzing the information and aims to complete a preliminary report by mid-May.

"We thank everyone who participated," Lewis said. "Their time, effort, thoughtfulness and frankness are all much appreciated, especially at a busy time of year. We would also like to thank Alex Kasman, whose superb, user-friendly website has made it possible for us to conduct this analysis in a professional fashion, tailor-made to suit the College's particular needs."



The College of Charleston Washington D.C. Alumni Association gathered to participate in a focus group session on March 27. "I think the focus group went over well and I am looking forward to seeing the results," said Julia Regner '04.

### Focus groups are important for strategic planning

Over 30 groups and 210 staff, faculty, students, alumni and community members have participated in a focus group so far. In addition, over 100 people have answered the online focus group question.

It's not too late to participate! You have until May 7 to answer the following question:

**From your perspective, what improvements in the College of Charleston are necessary for it to be recognized as a world-class institution?**

For more information and to answer the above guiding question, visit the College of Charleston Strategic Planning website at <http://strategicplan.cofc.edu>

On March 19, the Academic Council participated in a focus group. To the right, President Benson and Sue Sommer-Kresse introduce the process.

