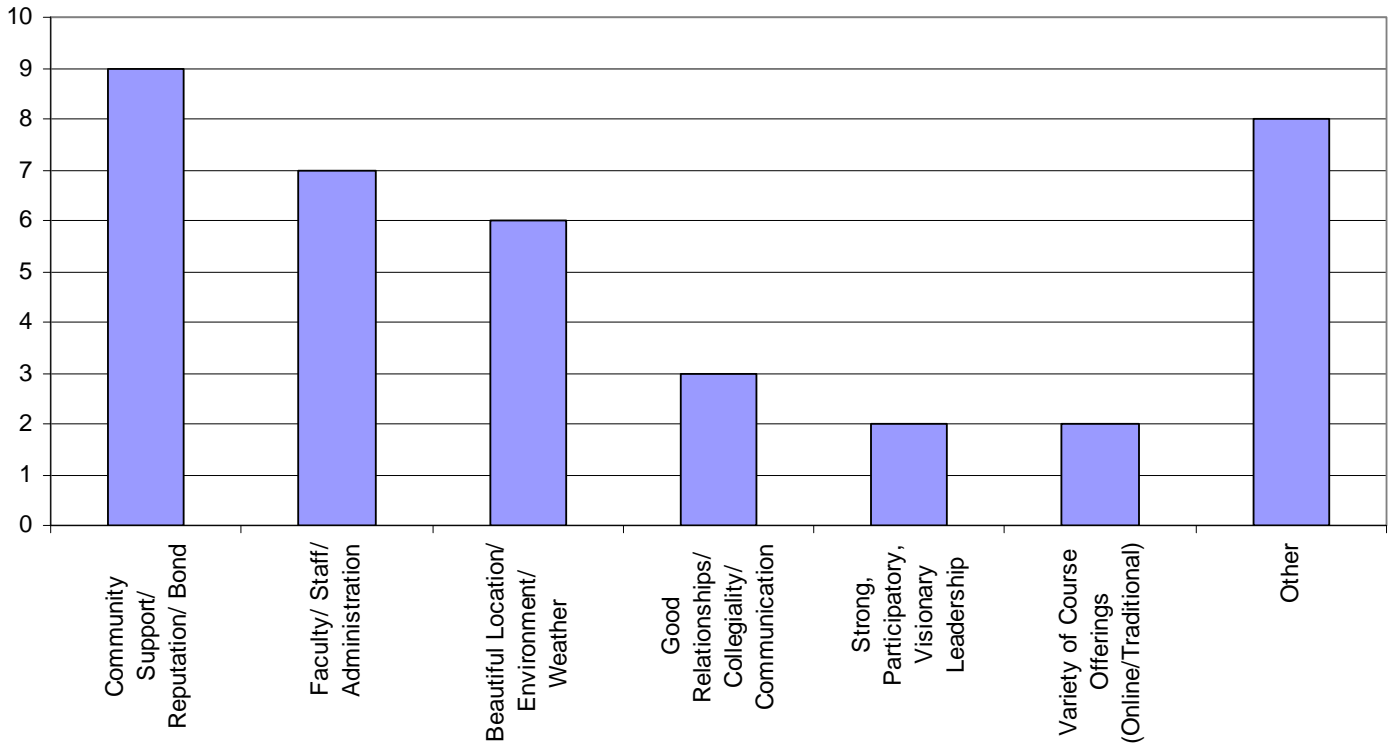


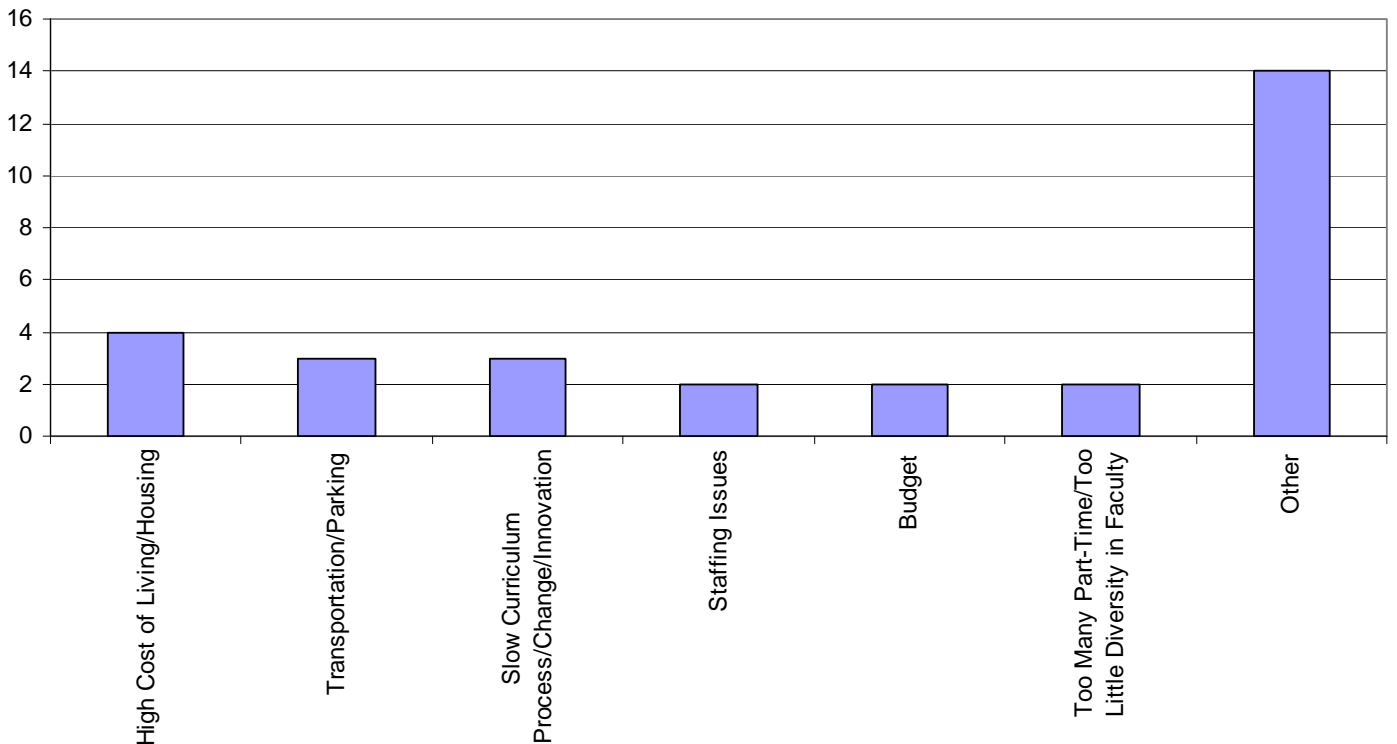
Strengths, Weaknesses, Opportunities & Threats (SWOT) Analysis from Time & Tide Presentation on August 28, 2007

Strengths	Weaknesses/Challenges
<ul style="list-style-type: none"> • Beautiful location • Strong community support • Local bond support • Strong, participatory leadership • Good working relationships among constituent groups • Committed faculty and staff • Location • Reputation • Strong administrative team with diversity • Integrity • Green campus • Open communication • Offerings in variety of ways – online, traditional • Employees’ excellent work ethic • Community support • Location • Diversity of student population • State of the art facilities • Collegiality • Excellent teaching • Community support • Responsive to community • Great students • Visionary leaders • Reputation • Community support • Strong partnerships between education and workforce • Location • High community perspective – bond issues passing • Instructors, faculty and staff committed • UCSC nearby helps with enrollment • On-line offerings • Environment • Weather • Student-centered faculty and staff • Foundation • Community Support 	<ul style="list-style-type: none"> • High cost of living • Slow to achieve change • Internal structures not current, technology • Staffing issue, cross-training, cross-functional teams • Budget • Consistency in staffing form • Budget and allocations • Enrollment management • Space reallocation • Scheduling (finding out needs and delivering timely) • Transportation • No easy way to communicate with students immediately • Technology piecemeal and support • Faculty not diverse enough • Not enough support at the top for innovation • Housing costs • Transportation/parking • Hiring part-time faculty • Outreach • Registration – access/process • Classrooms – during prime time • More online classes - curriculum process slow • Semester length • Non-credit • Cost of housing • High cost of living • Travel considerations • Organizational structure • Under-prepared students • Wait lists – impacted programs (Nursing)
Opportunities	Threats
<ul style="list-style-type: none"> • Grants • Untapped community needs • N/C for FTES • Develop curriculum for campus training for faculty and staff, i.e., online training • Community support • Web presence • Growth in Watsonville and Scotts Valley • Increase in technical growth opportunities • New performing arts center • Demographic changes (part of the creation of a larger Latino middle class) • Staffing the new buildings on campus • Other sources of other funding rather than State • Non-credit classes • Broad offerings • Harnessing Latino students • Drawing the most increasing population to this collage • New facilities – facilities processes • International students • Over 60 population 	<ul style="list-style-type: none"> • Dependence on State budget • High cost of living • Staff salaries generally lower than Bay Area • Faculty salaries disparate with private professionals’ • Cost of living • Broken families • Moral relativism • Addictive behavior • State legislature (fees/budget) • Cost of living • Full-time vs. part-time faculty • Insecurity about State funding levels • Increased benefit costs • Negative economic conditions in County • Waiting list/health care • Process for registration – computer/phone • Environmental, budget threats • Diminishing/age/college students • Private colleges/trainers • Cost of living

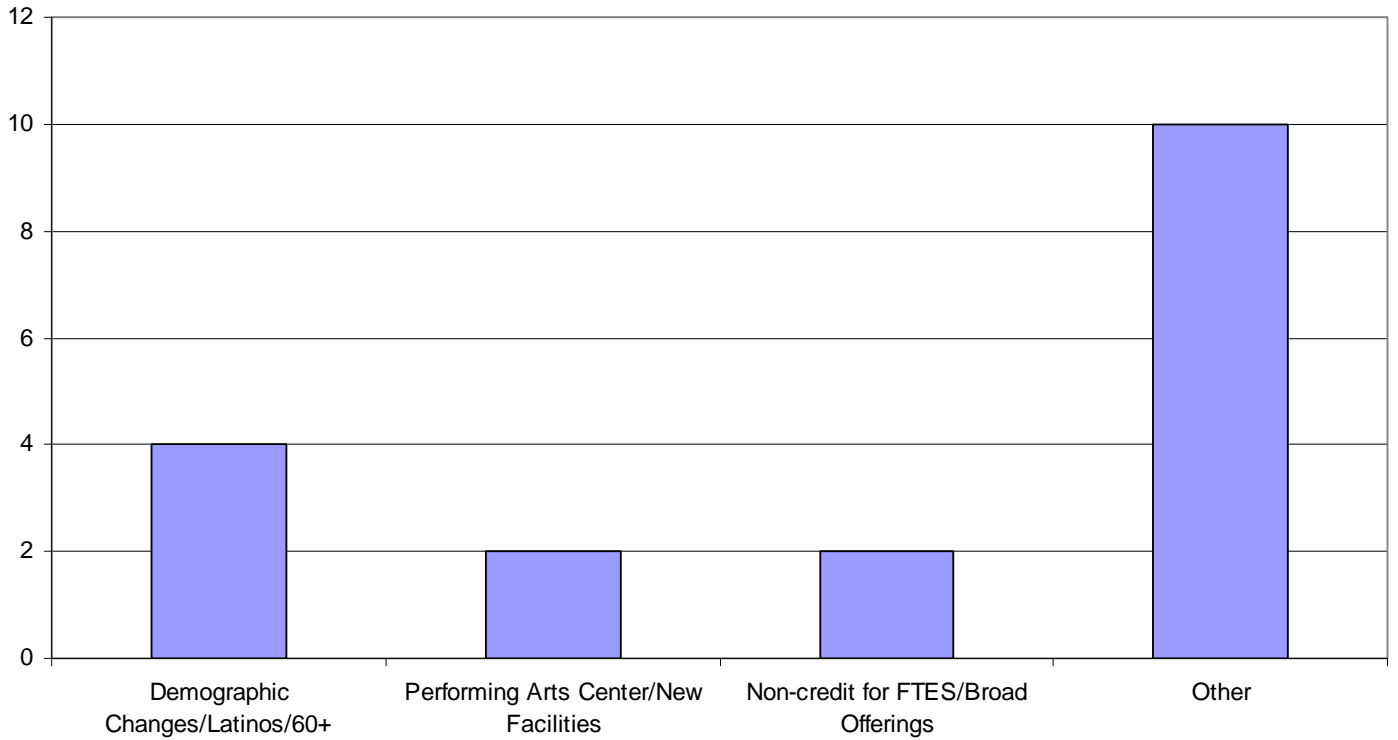
Strengths Identified in Time & Tide Presentation (2007)



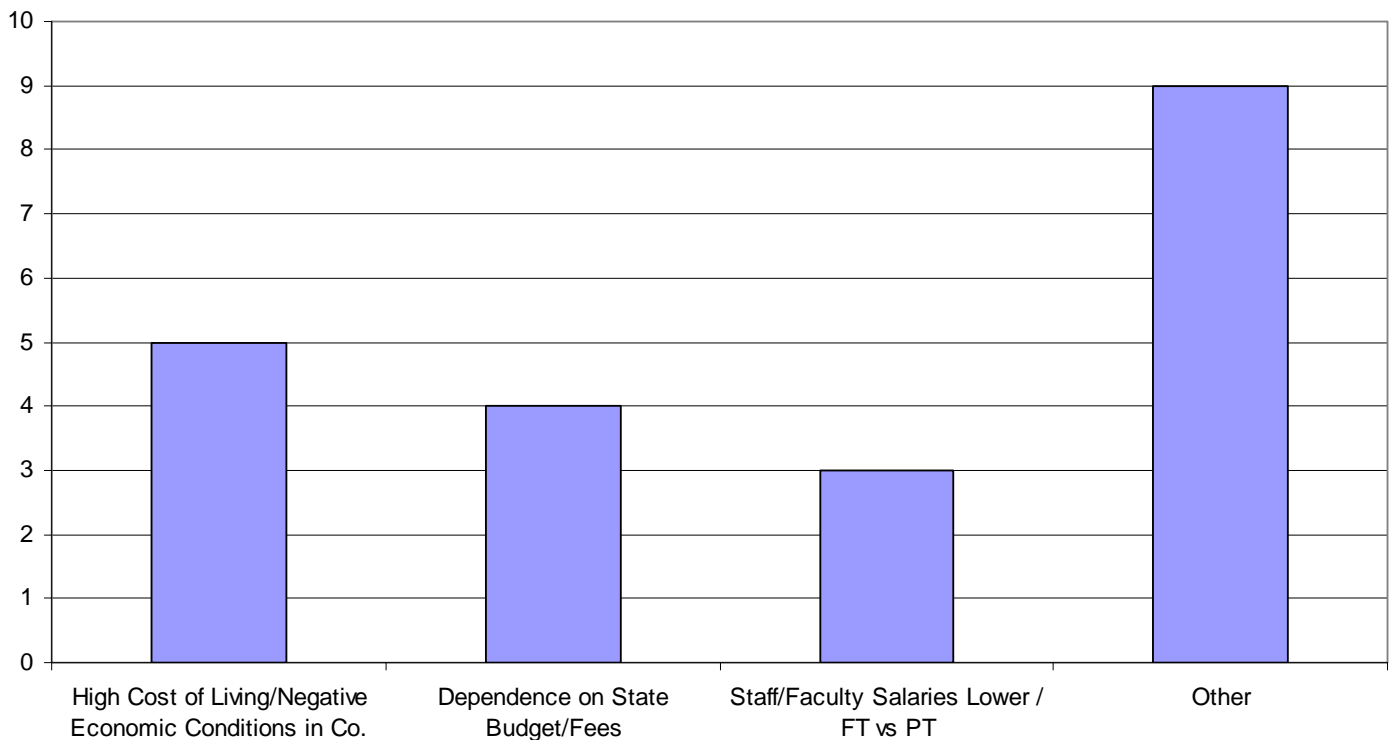
Weaknesses Identified at Time & Tide Presentation (2007)



Opportunities Identified at Time & Tide Presentation (2007)



Threats Identified at Time & Tide SWOT Analysis



“Time and Tide” Staff Development Activity Participants:

Eva Acosta, Counselor

Pegi Ard, Vice President of Business Services

Vicki Allen, Librarian

Bruce Brinkman, Real Estate Instructor

Rosemary Brogan, History and Education Instructor

Judy Cassada, Research Specialist

May Chen, Vice President of Student Services

Rob Edwards, Director, Archeology Tech. Program

Rick Fillman, Research Analyst

Joyce Flager, Program Chair, Business, English and Language Arts

Diane Goody, Personnel Analyst

Craig Hayward, Director of Planning & Research

Lyn Hood, Student Employment Coordinator

Brian King, President/Superintendent

Mary Larson, ESL Instructor

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Rachel Mayo, Director, Watsonville Center

Esperanza Nee, Director, Admissions & Records

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Diane Putnam, Writing Center Director/English Instructor

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