Engage in dialog with your program, unit or area to identify the strengths, weaknesses, opportunities and threats.

IV. Strengths and Weaknesses

Analyze the program, unit, or area’s internal strengths and weaknesses. The strengths of the program, unit, or area are internal issues that make it stronger or unique, or are sources of pride. The weaknesses of the program, unit, or area are internal issues that affect the unit’s performance negatively.

Consider the following questions:
1. What are the program, unit, or area strengths?
2. What are the program, unit, or area weaknesses?
3. What changes are necessary to improve the program, unit, or area, or is it "good enough as-is"?

V. Opportunities and Threats

Analyze the program, unit, or area’s external opportunities and threats. The opportunities of the program, unit, or area are those external factors which you might choose to pursue. Opportunities are things that will give you the ability to further your mission, improve your performance, expand your program, unit, or area, etc. Conversely, the threats of the program, unit, or area are those external factors that are out of your control, which threaten it negatively.

Consider the following questions:

1. Has the nature of what the program, unit, and area deals with changed over the last five years? For example, automation, changes in regulatory laws, and/or new developments in the subject matter of the program, unit, or area.

2. What recommendations have been made to the program, unit, or area by other units or outside agencies? For example, did the last Accreditation report make any comments about the program, unit, and area? Were there any recommendations for the program, unit, or area from an advisory committee?

3. Are there any new Accreditation Standards that the program, unit, or area will need to address? If so, what are they and what threats or challenges will the standards provide.