

Part 1: SWOT Analysis

*A SWOT analysis guides you to identify the positives and negatives inside your organization (**Strength & Weakness**) and outside of it, in the external environment (**Opportunity & Threat**). Developing a full awareness of your situation can help with both strategic planning and decision-making.*

Take 10 – 15 minutes to develop a SWOT analysis for your campus GEAR UP initiative. Use the space below to take notes. Summarize your SWOT analysis on the flip chart paper provided.

Internal	Strengths...	Weaknesses...
External	Opportunities...	Threats...

Listing Your Internal Factors: Strengths and Weaknesses (S, W)

General areas to consider: Human resources (staff, volunteers, board members, target population); Physical resources (your location, building, equipment); Financial (grants, funding agencies, other sources of income); Activities and processes (programs you run, systems you employ); Past experiences (building blocks for learning and success, your reputation in the community)...

Listing External Factors: Opportunities and Threats (O, T)

Forces and facts that your group does not control include: Future trends; The economy; Funding sources; Demographics; The physical environment; Is the bus company cutting routes; Legislation; Politics; Local, national or international events...

Part 2: Goal Setting

Goals are simply a clear statement of the mission, specifying the accomplishments to be achieved if the mission is to become real. Goals are outcome and not process oriented. They clearly state, specific, measurable outcome(s) or change(s) that can be reasonably expected at the conclusion of a methodically selected intervention.

Examples of Goal Statements:

- By 2016, the number of 8th graders using marijuana will decrease by 20%.
- By 2010, the percentage of 8th graders that report that they resisted pressure to use meth will increase by 10%.



Using your big dreams from part 1 and your SWOT analysis, develop **two** short-term (spring 2017 semester) and **one** long-term goal for your campus GEAR UP initiative. For each goal, identify either actions to take or resources need from each stakeholder group.

Short-term Goals

Goal 1:

What do I need to do?	PHENND	Campus	GEAR UP Schools/Teachers	GEAR UP Managers	Other partners

Goal 2:

What do I need to do?	PHENND	Campus	GEAR UP Schools/Teachers	GEAR UP Managers	Other partners

Long-term Goals

Goal 3:

What do I need to do?	PHENND	Campus	GEAR UP Schools/Teachers	GEAR UP Managers	Other partners

Other Notes: