# SWOT Analysis – USF Sarasota-Manatee

<table>
<thead>
<tr>
<th>Internal</th>
<th>Helpful</th>
<th>Harmful</th>
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| STRENGTHS | • Small size  
• Student/faculty ratio  
• Individualized attention  
• Low tuition and fees  
• Online courses  
• High-quality teaching  
• One-stop student/academic services  
• Library resources  
• High-tech classrooms  
• Student government support  
• USF System resources  
• Accreditation  
• Presences in Lakewood Ranch, Longboat Key, North Port, Tampa  
• Airport proximity  
• Scholarships | WEAKNESSES | • Low profile in region  
• Lack of distinctive niche and reputation  
• Lack of history & traditions  
• Student life opportunities  
• Student residential options  
• Lab infrastructure  
• Limited course sections  
• Only one fully-online program  
• Low grant funding  
• Small endowment  
• Small classrooms  
• Lack of presence in sports and arts  
• Distance from interstate highway  
• Difficulty in attracting faculty in strategic areas of emphasis (e.g., accounting, information technology, science) |

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<thead>
<tr>
<th>External</th>
<th>OPPORTUNITIES</th>
<th>THREATS</th>
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| • Out-of-state student market  
• International student market  
• Community partners  
• Climate  
• Cultural and sports locale  
• Additional property  
• Local workforce needs  
• Local legislators in leadership positions | • Minimal regional growth in target-age population  
• Restricted state-funding for buildings  
• Lack of new development on North Trail  
• Lack of large industries in region  
• Frozen tuition and fees  
• Costs and curricular offerings at other colleges in area and online |