

## SWOT analysis

- What are the strengths and weaknesses of your organization in terms of supporting Black students' aspirations for higher education?
- What opportunities and threats are facing your organization in terms of supporting Black students' aspirations for higher education?

|                 |   |   |
|-----------------|---|---|
| <b>Internal</b> | <p style="text-align: center;"><b>Strengths</b></p> <p>Start by listing the positive characteristics of the organization.</p> <ul style="list-style-type: none"> <li>• What is your organization doing well to support Black students? How have you determined this?</li> <li>• What are you personally doing well to support Black students?</li> <li>• What resources and assets exist?</li> <li>• What do Black students report are strengths of the organization?</li> </ul>        | <p style="text-align: center;"><b>Weaknesses</b></p> <p>Identify weaknesses from your own point of view and that of others, including those you serve.</p> <ul style="list-style-type: none"> <li>• What could your organization improve to better support Black students? How have you determined this?</li> <li>• What could you personally improve to better support Black students?</li> <li>• What do Black students report are weaknesses of the organization?</li> </ul> |
| <b>External</b> | <p style="text-align: center;"><b>Opportunities</b></p> <p>A useful approach when examining opportunities is to look at the strengths and ask whether they can be leveraged as opportunities.</p> <ul style="list-style-type: none"> <li>• What additional opportunities exist for better supporting Black students?</li> <li>• In what ways can partnerships, with other organizations, students, families, and communities, be leveraged to better support Black students?</li> </ul> | <p style="text-align: center;"><b>Threats</b></p> <p>Cast a wide net for the external part of the assessment. No organization, group, program, or neighborhood is immune to outside events and forces.</p> <ul style="list-style-type: none"> <li>• What obstacles could your organization face? What obstacles could you face?</li> <li>• What obstacles could Black students face?</li> <li>• Could any of the weaknesses threaten sustainability?</li> </ul>                 |

|                 |                      |                   |
|-----------------|----------------------|-------------------|
| <b>Internal</b> | <b>Strengths</b>     | <b>Weaknesses</b> |
| <b>External</b> | <b>Opportunities</b> | <b>Threats</b>    |