

Trinity University SWOT Analysis

Competition: Rice University, TCU, Southwestern, UTSA, UT, A&M other small private schools, etc.

→ Strengths

- ◆ student/faculty ratio
- ◆ academic ranking
- ◆ price point/financial aid
- ◆ job placement
- ◆ location
- ◆ endowment
- ◆ facilities
- ◆ dorms
- ◆ international students
- ◆ liberal arts education
- ◆ PhD ratio
- ◆ not research based
- ◆ several student-led opportunities

→ Weaknesses

- ◆ school spirit
- ◆ name recognition
- ◆ alumni network size
- ◆ food options
- ◆ cost
- ◆ on campus living (3 years)
- ◆ facilities
- ◆ sports investment
- ◆ diversity
- ◆ campus
- ◆ TUPD
- ◆ meal plan

→ Opportunities

- ◆ exploit SA job market
- ◆ online offering
- ◆ promote study abroad
- ◆ emphasis on sports
- ◆ spend more \$\$\$ on marketing/recruitment out-of-state
- ◆ certification emphasis
- ◆ expand chain food options
- ◆ invest in business major

→ Threats

- ◆ online colleges
- ◆ community colleges
- ◆ trade schools
- ◆ education ROI/entrepreneurs
- ◆ economy
- ◆ easier access to other countries
- ◆ standard education

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