

Objective: Build Enrollment!

| Strengths What do we do well? What resources can we access? What do others see as our strengths? | Weaknesses What can we improve? What do we not do well? What are we criticized for? Where are we vulnerable? | Opportunities What are emerging trends on which we can capitalize? What opportunities do we know about but have not addressed? | Threats What obstacles do we face? Are economic conditions affecting us? Is changing technology threatening us? |
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| Competitive School | Website | Value Proposition & Key Messaging | Tuition Structure | Special Programs, Academic Offerings, Student Life Experiences | Notes |
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| Our School | | | | | |
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