FINAL SWOT ANALYSIS from Data Retreat

STRENGTHS: What are we most proud of? What do we consider to be our results of our best work? What advantages do we have? What do others say about us in positive ways?

- **Athlete 43% 3.5 GPA or above leading to higher athlete graduation compared to all students**
- **Growing enrollment: 1/3 of students are athletes**
- **Diversity of athletes**
- **Competition conference success- high number of boys and girls sport offerings**
- **Administration/Athletic Director support, knowledge, passion**
- **Growing success of Booster Club**
- **Financial resources- growing & balanced budget/ project funding**
- **Balanced interest in athlete non-athletic needs with athletics**
- **Scholarship opportunities- College pathway**
- **Relationship with SIH/Athletic Trainers**

WEAKNESSES: What are we not doing well? What are we most criticized for or receive the most complaints about? What do we seem to have a hard time doing well? What needs our immediate attention?

- **Facility upgrades, security, enhancements, cleanliness, maintenance**
- **Strength and conditioning program/space/time/coach**
- **Athlete attendance and motivation**
- **Athlete behaviors/discipline**
- **Feeder elementary district communication & collaboration**
- **Communication & collaboration among all coaches across all sports**
- **Eligibility confusion and approach**
- **Indoor practice space/Main gymnasium over crowdedness and access**
- **Funding for large projects**

OPPORTUNITIES: What opportunities for improvement do we know about, but have not addressed? Where with a little work could we change a weakness into a strength? What are we not doing currently that might be the opportunity for us to improve.

- **Increase incentives for being a 3-sport athlete**
- **Increase spirit, passion, celebrations, and financial resources among community business, agencies, alumni, and individuals**
- **Grow Booster Club/Band Club/Partnerships/ Collaboration**
- **Provide a long-range athletic plan for facility upgrades, uniform needs, equipment needs, future growth needs**
- **Track and report athletic department success metrics, disaggregate by sport**
- **Explore partnerships with SIU athletics**
- **Continuous improvement and PD opportunities for coaches**
- **Expand access of SIH/ physical trainers**
- **NCAA Clearinghouse Assistance/Educating Counselors**

THREATS: Who or what threatens us the most? What challenges are coming that we must respond to? What might block our progress? What do we have little control over that might impact our resources?

- **Increasing poverty**
- **Declining local business**
- **Sports/Specialization**
- **Parent Engagement**
- **PE waivers**
- **Conference size, decline, instability**
- **Carbondale perception- attractiveness to move to area**
- **Retaining high quality coaches**
- **Community leaders more involved**