



Military Colleges & Schools

SWOT Analysis



Simple Question

What would cause a Military Academy and a Military College which had existed for over 182 years and 137 years respectively to close their doors in 2017 and 2018?



Overly Simple Answer

Those in the Military School business understand that these are very **challenging** and **difficult** times.

More challenging & difficult **than what?**

Survived Post War Downturns

- WWI
- WWII
- Korea
- Vietnam

Survived Social Changes

- Prohibition
- Women's Suffrage
- Civil Rights Movement
- Gender and Racial Integration

Survived Economic Hardships

- Great Depression
- Dust Bowl
- Great Recession (2008)

*It has been my philosophy of life
that difficulties vanish
when faced boldly.*

Isaac Asimov

Benefits of SWOT Analysis

Strengths

Weaknesses

- **Identify**
- **Examine**
- **Address**
 - **Enhance**
- **Strengthen & Opportunities**
- **Mitigate**
- **Weaknesses & Threats**

Opportunities

Threats

Identifying Key Factors

Strengths

- Rich Heritage
- Proven Education Model
- Whole-Person Approach
- Character Development
- Leadership Development
- Low Student-Teacher Ratio
- Student Engagement
- Early Commissioning Program
- Healthy Campus Environment
- Sharing of Best Practices

Weaknesses

- Public Misconceptions
- Limited, Niche Market
- Aging Infrastructure
- Marketing Effectiveness
- Unfilled beds
- Reliance on Single Funding Source
- School Debt
- Lack of Strategic Vision
- Overly Focused on Today's Fire
- Operating Independently

- Marketing Your Unique Brand
- Capital Development
- Campus Visits
- Summer Programs/Camps
- International Interest
- Harnessing Stakeholders
- Partnering w/ Local Community
- Networking with Colleagues
- Strategic Planning

- Declining Enrollment
- Capital Expenditures
- Acceptance of the Status Quo
- Rising Tuition Costs
- Board Governance
- Free Tuition/On-Line Degrees
- Lawsuits
- Drug and alcohol abuse
- Inaction
- Accreditation

Opportunities

Threats

**Enhance
Strengths
&
Opportunities**

- **Rich Heritage**
- Proven Education Model
- **Whole-Person Approach**
- International Elements
- **Character/Leadership Development**
- Low Student-Teacher Ratio
- **Social Media Outreach**
- Student Engagement
- **Critical Thinking Development**
- Sharing of Best Practices
- **Campus Visits**
- Healthy Campus Environment
- **Early Commissioning Program**
- Marketing Your Unique Brand
- **Capital Development**
- Partnering w/ Local Community
- **Summer Programs/Camps**
- Networking with Colleagues
- **Harnessing Stakeholders**

**Mitigate
Weaknesses
&
Threats**

- **Inaction**
- Accreditation
- **Public Misconceptions**
- Limited, Niche Market
- **Aging Infrastructure**
- Marketing Effectiveness
- **Reliance on Single Funding Source**
- School Debt
- **Unfilled Beds**
- Lack of Strategic Vision
- **Overly Focused on Today's Fire**
- Operating Independently
- **Declining Enrollment**
- Capital Expenditures
- **Acceptance of the Status Quo**
- Rising Tuition Costs
- **Addressing Unacceptable Behavior**
- Board Governance
- **Lawsuits**
- Free Tuition/On-Line Degrees
- **Drug and alcohol abuse**

*The most important factor of all is integrity,
unselfish and devoted purpose,
a sturdiness of bearing
when everything goes wrong and all are critical,
and a willingness to sacrifice self
in the interest of the common good.*

George C. Marshall, March 15, 1944