SWOT ANALYSIS
TEAM 7

Intellectual Capital of the Faculty is embedded in the Activities of the Region and the Commonwealth

STRENGTHS

1. The faculty involvement through UMD facilities, i.e. – Star Store, ATMC, PCE, SMAST
2. The faculty involvement through Centers of Excellence and community/state initiatives – Marine Fisheries Institute, Center for Policy Analysis, Center for Market Research, Labor Education Center, New Faculty Institute, Marine Science, Business Innovation Research Center
3. South Coast Development Partnership
4. Support of the Administration
5. Collaborations with other campuses, universities, Woods Hole, and the private sector
6. Qualified faculty in diverse areas of interest to the community and the state

WEAKNESSES

1. Minimum collaborations with UMass campuses, community colleges, state colleges
2. Research administrative infrastructure support for the faculty
3. Faculty evaluations/tenure review process does not provide sufficient credit/value to external community service
4. Little efforts to enhance the awareness of the various centers of excellence to the local community via newsletters/articles in local, regional, and state newspapers
5. Administrative procedures/processes are obstructions and do not easily map to future objectives
6. A mixed/non-consistent message on the value of public service to the younger untenured faculty.
OPPORTUNITIES

1. Collaboration with faculty, other campuses, and industry in the UMD biomanufacturing initiative


3. Administrative support/incentives to drive further collaborations within UMD

4. Public service budgets for Deans to increase community developments

5. Use UMD institutional capacity (economic & leadership) to drive extensive change needed in the South Coast

6. Federal and state government funding for training and research

THREATS

1. Unpredictable funding

2. Lack of faculty interest in various initiatives to broaden UMD’s economic and social development activities

3. Adequate resources to invest in signature programs of distinction that lead faculty to develop collaborations outside UMD

4. Organizational infrastructure to support regional growth

5. Mythology of a public university as a second rate choice

6. Internal allocation of resources among UMD organizations on a zero sum basis