SWOT Analysis
Intellectual Capital of Staff is embedded in the Region

Strengths
1) University and all of its departments assert missions of community involvement and develop plans to implement them.
2) Strong community based infrastructure on SouthCoast (Star Store, Cherry Webb, Fairhaven, ATMC, Business incubators) demonstrate commitment and encourage involvement by their locations.
3) Some UMASS organizations have been very effective (ex. Center for Marketing Research and School for Marine Science and Technology) at publicizing their programs and the impacts of same.
4) Many civic leaders are recognized as University staff and their personal contributions to community and business organizations are often lauded.

Weaknesses
1) University focus is largely seen as SouthCoast while ignoring adjacent areas such as Taunton, Cape, Attleboro, etc.
2) Lack of coordination of programs in surrounding towns. No central entry point for community members to engage with faculty, staff, and students about research internships and other collaborative opportunities.
3) PCE needs to do better outreach to area communities so that residents can take advantage of program offerings.
4) PCE needs to invest more in creating a culture of learning for adult learners.
5) Lack of recognition or celebration of staff work on University’s mission.

Opportunities
1) There are underserved areas adjacent to SouthCoast such as the Cape, Taunton, Brockton, Attleboro, etc.
2) University could establish centers that would make wider connections with community on collaborative educational, research, and service opportunities.
3) Position the University as the center of conversations about the 21st century economy.
4) Additional programs and services could be directed to local workforce including immigrants, communities of color and economically disadvantaged.

Threats
1) Parochialism of cities and towns can force the University to piecemeal activities rather than allow large, focused efforts.
2) Other colleges are expanding continuing education programs offered in region.
3) Challenges of serving the area’s needs on a limited operational budget cycle.
4) Diversity challenges in recruiting faculty, staff, and students.
5) UMD decision makers who do not know or identify with region.