

**General Education Assessment Committee**  
**SWOT Analysis for Gen Ed Programmatic Assessment**

December 4, 2014 (Rev. January 14, 2015)

Note: The committee agreed to continue drafting a SWOT analysis (strengths, weaknesses, opportunities and threats) for Gen Ed assessment. Below is posted to Google Drive. All committee members can edit.

<b>Strengths</b>	<b>Weaknesses</b>	<b>Opportunities</b>	<b>Threats</b>	<b>Other Notes</b>
GEAC has begun again	All stakeholders unclear about what constitutes Gen Ed Assessment	Since no assessment system in place yet, we can benchmark students and invite them to participate	Sustainability of GEAC influences process and progress	Start small!
Phase 1 of Gen Ed Assessment has begun: contact with all in GEEC category.	Input system needs clarification	Program Review reports might offer insights into assessment practices	Students might go elsewhere if Gen Ed proves insufficient or too costly	
Each GEAC members bring strengths*	No obvious repository of assessments for Gen Ed	Build on what programs are already doing (e.g., ENGL 121)		
	Instructors are not invested in "closing the loop"	Create Gen Ed Institute, similar to WI Institute		
	Lack of clarification between "outcomes of Gen Ed" and outcomes of courses and role of assessment for each	Encourage participation among lecturers, although they need support		
		IRIM data to provide us with context		