



Northern Illinois University

Strengths, Weaknesses, Opportunities and Threats Analysis for Research and Innovative Partnerships

Legislative Affairs, Research and Innovation Committee
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SWOT Definitions



- Analysis of research and innovation program strengths, weakness, opportunities and threats (SWOT) provides an initial framework for evaluating the potential for future programs.
- **Strengths** = positive attributes, tangible and intangible, *internal* to NIU, within institution control.
- **Weaknesses** = circumstances that detract from the institution value proposition or place the institution at a competitive disadvantage.
- **Opportunities** = *external* factors which, when leveraged, will enhance programs at NIU.
- **Threats** - *external* factors beyond institutional control that place research and innovations programs at risk

Strengths



- **Broadly speaking our primary institutional *strengths* are associated with:**
 - Faculty and their scholarship
 - Student engagement and outreach programs
 - Administrative efforts to strengthen and invest in programs



Weaknesses



- **Institutional *weaknesses* also can be assigned to three categories:**
 - Cultural
 - Key missing programs
 - Broad lack of resources



Opportunities



- **Two general types of *opportunities*:**
 - Those evolving
 - Those related to location



Threats



- ***Threats* have origins at local, state and national levels.**
 - Strong competition locally
 - At the state and national levels we encounter competition as well but also changing funding dynamics



Closing Comments



Through partnerships with the Divisions and Colleges, RIPS is actively working to capitalize on institutional strengths and opportunities while trying to correct our weaknesses and mitigate threats.

We are making significant progress; however, our primary impediments, often traced to limited resources, lessen our ability to be fully responsive. Resolving these issues will increase our value proposition.