

OPPORTUNITIES

- Align programs with emerging fields and workforce opportunities
 - Emphasize IT, AI and cybersecurity
 - Promote growth in emerging job and workforce
 - STC's state of the Art Facilities for Students & Staff
 - Expand offerings at the RCPSE
- Parental Communication
 - Workshops for parents to help them help their kids go to college
 - Communication plans for students and parents "outside the loop"
 - Parental sessions on college life
 - Communicate cost benefit of dual enrollment programs
- Community Communication
 - Quality and affordability of STC
 - Increase awareness of programs
 - Communicate success of workforce grants
 - Communicate all STC has to offer
 - Performance of our students at the next level
 - Better marketing, more opportunities and community involvement in Western Hidalgo
 - Communicate employer satisfaction with STC graduates
- ISD Partner Communication
 - Improved messaging to HS counselors on benefits of dual enrollment
 - Support ISDs with parental involvement programs
 - Grow additional partnerships with ISDs
 - Offer TSI and summer camps
 - Strengthen ISD partnerships

THREATS

- Competing Institutions
 - Short courses offered by proprietary institutions
 - UTRGV competing in Workforce, Developmental Ed
 - UTRGV not fully recruiting STC students
 - Texas A&M McAllen programs
 - Other institutions recruiting in the RGV
 - Complacent recruiting efforts at ISDs
- Legislative Influences
 - Reduced funding
 - Mandates
 - Advocate for adequate funding
 - Legislative interference
- Economic Geographical Region
 - Enter workforce first then college
 - Students want to leave the valley
 - Maintain and promote industry training and alignment
 - Strengthening economy
- Communication Issues
 - Failure to communicate what STC is all about
 - Not communicating value of STC
 - Need to improve customer service skills
 - Limited awareness of success by local community
- Lack of HR resources (Unfilled open positions and retention)
- Lack of alignment for training between industry and STC