USU Campus Recreation
2020 SWOT Analysis

**STRENGTHS**

**COMMUNITY FOCUSED:** Wide array of programs designed to meet the needs of the campus community and foster learning in an inclusive and welcoming environment.

**TRAINED KNOWLEDGEABLE STAFF:** Committed to the continued growth and development of all staff that transcends all fields of study.

**WELLNESS EDUCATION:** Dedicated to offering programming and learning opportunities that support the eight dimensions of wellness while engaging and enhancing the university experience.

**OPPORTUNITIES**

**CAMPUS & COMMUNITY PARTNERSHIPS:** Continue to grow and strengthen partnerships across the statewide USU system in order to expand wellness education opportunities to the USU community.

**MARKETING:** Capitalize on stories, assessment and promotional efforts to demonstrate learning opportunities that will have a lasting impact and enhance the student experience.

**INCLUSION:** Expand programs and services to better serve the changing student demographic so that all students have an equal opportunity for play, wellness and adventure.

**WEAKNESSES**

**INCLUSIVE PROGRAMMING/SERVICES:** Limited equipment, programs and services combined with a lack of key collaborations with campus partners.

**RESOURCE CONSTRAINTS:** Limitations of staffing, up-to-date facilities and funding inhibit opportunities for continued growth and meeting student needs.

**THREATS**

**WELL-BEING:** Increase in nationwide mental and physical health needs with limited access to timely resources and support.

**CULTURAL & POLITICAL CLIMATE:** Changes in legislation, student demographics and social and cultural scenes that influence our ability to effectively serve students.

**TECHNOLOGY DEPENDENCE:** Students are more connected and attached to electronic devices than ever before, limiting face-to-face interaction opportunities that allow us to best serve students.