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Planning Advisory Council

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What is a SWOT analysis?

A **SWOT Analysis** is a strategic planning tool used to evaluate the **Strengths, Weaknesses, Opportunities,** and **Threats** of an organization.

It is used to assess an organization's strengths (what an organization can do) and weaknesses (what an organization cannot do) in addition to opportunities (potential favorable conditions for an organization) and threats (potential unfavorable conditions for an organization).

Strengths

Strengths describe the positive attributes, tangible and intangible attributes, internal to your organization. They are within your control. What do you do well? What resources do you have? What advantages do you have over your competition?

Weaknesses

Weaknesses are factors that are within your control that detract from your ability to obtain or maintain a competitive edge. Which areas might you improve?

Opportunities

Opportunities assess the external attractive factors that represent the reason for your organization to exist and prosper. What opportunities exist in your market, or in the environment, from which you hope to benefit?

Threats

Threats include factors beyond your control that could place your organization at risk. These are also external – you have no control over them, but you may benefit by having contingency plans to address them if they should occur. For instance, a threat is a challenge created by an unfavorable trend or development that may lead to deteriorating revenues or profits. Competition – existing or potential – is always a threat.

MSM's SWOT Analysis

Strengths:

The History and Mission

- Mission focus with emphasis on primary care and elimination of health disparities
- Outstanding accomplishments in the short history of the school relative to other medical schools
- Connection to Morehouse College and its reputation as a leading institution in the country

The People

- Dedicated and committed students, faculty and staff
- Outstanding alumni with significant % of Alumni in Primary care
- Good Faculty – Student relationships
- Family atmosphere

The Leadership

- Good leadership in Dean's office

MSM's SWOT

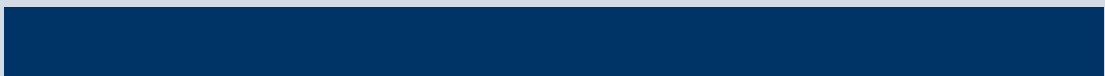
[Strengths](#)

[Weaknesses](#)

[Opportunities](#)

[Threats](#)

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Mission

- Primary care mission limiting research and clinical service options
- Mission statement narrowly focused on specific degree programs

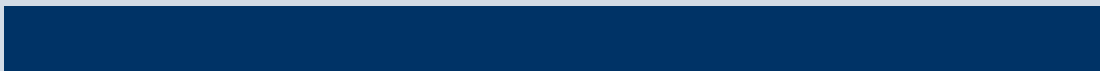
Communications (internal & external)

Processes

- Lack of timely and accurate management reports
- Inadequate institutional planning – no current strategic plan
- Frequent failure to follow through on major initiatives
- No institutional commitment to equitable compensation
- Ineffective policies
- Lack of data based decision making
- No standard assessment/ measures of effectiveness and/or accountability
- Not following our own policies
- Inconsistent recognition of merit
- Inefficient hiring and firing policies and procedures
- Inconsistent coordination and support for our own activities
- Need for evaluation and revision of processes for investing in research investigators and programs

Academic Programs

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- Federal and State funding agenda
- Financial instability of Grady and other affiliates
- New competitive education programs in city and state (osteopathic school and MPH programs)
- Limited hospital affiliations
- Heavy reliance on public funding
- Loss of investment in MSM faculty who are recruited to other schools and research organizations
- National migration away from primary care physicians
- Changing views on affirmative action programs
- Shrinking research dollars
- Declining pool of research personnel
- Diminished research enterprise via recruitment of research faculty and staff by other institutions

Items that have been added are:

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