What are our internal strengths?

- We enhance the community by providing a bridge to success
- Accommodating to students
- Exceptional faculty that go above and beyond (just need to be recognized)
- Ability to serve students with limited resources
- Develop grants
- Students can take courses at multiple courses
- Our size
- Innovative, short-term programs
- Focus on student success (e.g., FTLA, SSIC, ATD)
- Diversity of our student population
- Shared governance

What are our internal weaknesses?

- Communication (departmental, campus and district; better dissemination of information to students)
- Lack of class (the number offered)
- Scheduling and sequencing of certain classes
- Personnel Commission
- Staff training and career advancement opportunities
- Inequities in the budget allocation model
- Inadequate staffing
- Outdated equipment (e.g. telephones, computers, printers)
- Cost of books
- Lack of a structured road map for students
- Reductions in student support services (e.g. tutoring, counseling, assessments, etc.)
- Campus and district websites not kept up-to-date and user friendly)
- Need better budget accountability because some colleges are always in deficit
- Need to do a better job of instructor evaluations (i.e. are they current in their field?)
- Insufficient budgets
- Cumbersome procurement and contracting policies and procedures

What opportunities might move the LACCD forward?

- Do a better job of connecting the curriculum with career opportunities
- Increasing distance education courses
- Requiring mandatory assessment, orientations, and educational plans
- Capitalize on purchase power/economies of scale
- Centralized purchasing for common items
- Alumni tracking and fundraising
• Sharing of best practices across colleges
• Bridge programs and First Year Experience programs to keep student connected
• Keeping up with technology (e.g. social media, mobile applications, e-books, Wi-Fi, websites, online resources, global awareness)
• Paperless systems
• The new SIS

What threats might hold the organization back?

• Declining state support
• Our image (need to work to rebrand ourselves and market ourselves better)
• Our inability to compete with our for-profit competitors
• The digital divide (we need to close it)
• The underreporting of degrees and certificates due to flawed data in DEC
• Lack of awareness regarding what our competitors are doing
• Inability to maintain new facilities
• Our union contracts
• Not keeping up with the pace of change in education (e.g. acceleration, contextualized learning, compressed classes)
• Leadership cultivation and administrative turnover
• Course sequencing and content inconsistent district-wide
• Inconsistent polices across campuses (e.g. test/re-test for placement)