



SWOT – Analysis for successful student management

Implementing digital student management at your university:
SWOT analysis and fields of action

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Approximative schedule

Introduction	10min.	11.15-11:25h
Topic selection	10min.	11:25-11:35h
Group work	60min.	11:35-12:35h
Presentation of results	6 x 5min.	12:35-13:05h
Conclusions	10min.	13:05-13:15h
		13:15-14:30h lunch time
		14:30h afternoon program



Levels of action: People, technology, institution

- **People, e.g.** Who is affected by the innovation? What are the benefits, duties of students, teachers, administrators? What support and services are needed?
- **Technology, e.g.** Which processes should be supported by the system? How does it fit into the existing IT-ecosystem? How to handle student data in a responsible and secure way?
- **Institution, e.g.** What should be defined in an institutional policy framework? Should there be a supra-institutional cooperation? Are new regulations needed? How much does the innovation cost?

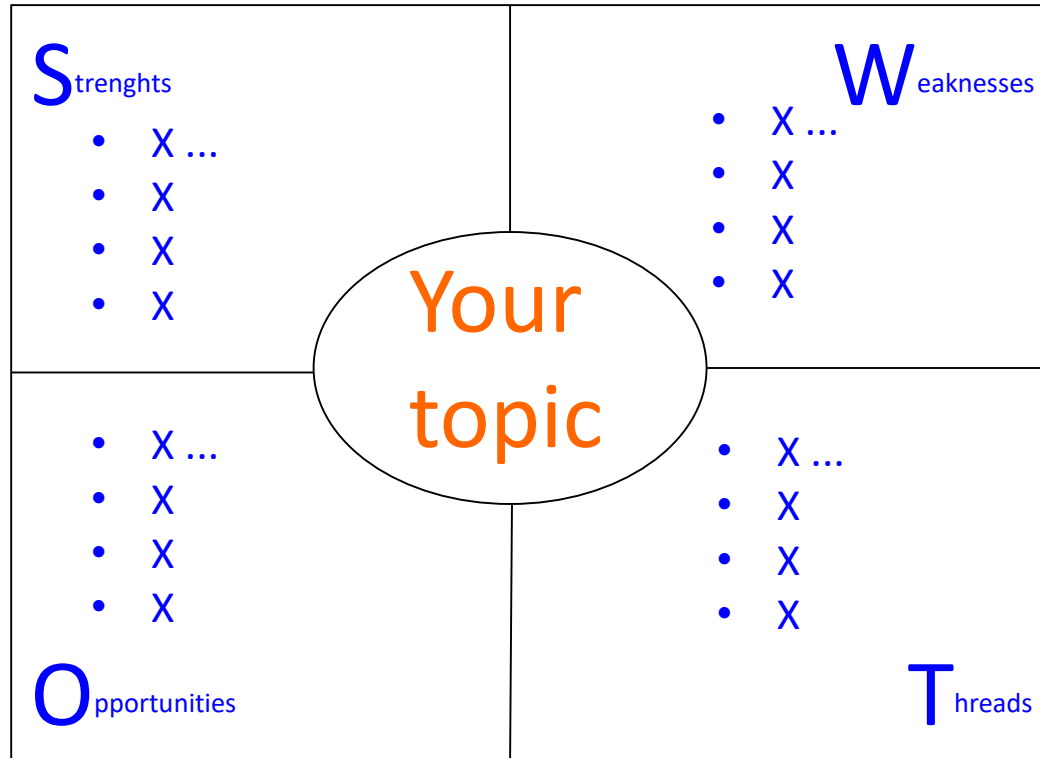


SWOT reference framework

S	– S trengths	}	internal factors
W	– W eaknesses		
O	– O pportunities	}	external factors
T	– T hreads		



Framework for SWOT analysis



People:
Student's benefits,
administrative processes,
curricula development,
mobility ...

Technology:
Management tools, identity
management, BYOD,
databases, data security, ...

Institution:
Strategy, governance,
teaching quality, financing,
...



Group activity

Reflect and discuss your present situation and describe the factors which influence the achievement of your target.

Strengths, Weaknesses, Opportunities and Threats (SWOT)

Create ideas how to reinforce strengths and opportunities!

Create ideas how to compete with weaknesses and threats!



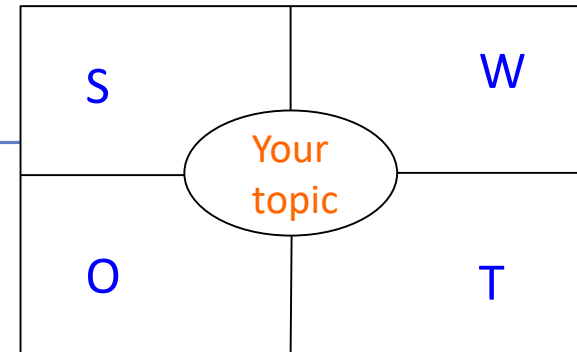
Group activity, step one: Define your topic, the subject you will work on!

Define the most important topics to work on, e.g.

- *Student Management at University level*
- *Integration of management systems' «ecosystem»:
setting standards, building interfaces (university
level)*
- *National infrastructure for student management*
- *...*



Step two: Group work



- **Sketch** the SWOT framework on the flipchart and write your topic at the center of the sketch
- **Choose** a spokesperson to keep records and report to the plenary
- **Discuss** and write down the SWOT's, stick your notes on the flipchart
- **Create** ideas how to reinforce strenghts and opportunities! Create ideas how to deal with weaknesses and threads!
- **Report** your findings to the Plenary



Step three: Summary, conclusions

- *Group briefly reports the outcomes of the group work*
- *Discussion of findings, questions*
- *Recording of most important results*