

THREATS (T)

	External Threats
Competitors	<p>Tough immigration rules reduce likelihood of recruiting foreign students (3)</p> <ul style="list-style-type: none"> -Other institutions (2) -Online education at other schools (2) -On-line education (need for institutional support/training) - Courses offered comparative to other colleges (3) -Public Institutions -Other colleges with strong hybrid course selection -Facilities at other schools (libraries, math centers) -International presence at other schools -Higher admissions standards of other schools -Competitive and focused on students with learning differences -Landmark College-4 year bridge program
Culture/Environment	<ul style="list-style-type: none"> -Applicant quality (3) -Pressure on faculty to publish/research, obtain Ph.D. instead of teaching and working with students one on one. -Devaluation of BA -Prior knowledge of incoming students
Branding	<ul style="list-style-type: none"> -Outside perceptions of college (6) -Reputation of school (4) -Bad Publicity (4) -Known as PAL school (3) -Transfer reputation -Finding niche
Financial	<ul style="list-style-type: none"> -Cost (cheaper tuition at state schools (6) -Economy (6) -Other institutions Financial Aid and scholarship opportunities -Other schools' endowments -Faculty salaries