**[School Name] Catholic School**

**Enrollment Management and Marketing Planning**

*SWOT Analysis Worksheet*

**SWOT Analysis**: *To assist the Enrollment Management Core Team (EMCT) in focusing on marketing and enrollment management plans for the coming year, please take a moment to consider and jot down both real and perceived items or issues in each of the categories below.*

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| **STRENGTHS**  (I*nternal* – What about our school makes us most strong and unique? What attracts students/families to our school? Market research will validate these strengths.) | * *[Examples - Delete and replace with your own]* * *Well-qualified faculty (evidence)* * *Attractive facility (describe)* * *State-of-the-art technology (describe equipment and use)* |
| **WEAKNESSES**  (I*nternal* – What about our school needs improvement? What may discourage interest in our school?) | * *[Examples - Delete and replace with your own]* * *No preschool (This can also be an opportunity.)* * *Website (Describe)* * *Weak science curriculum (Evidence?)* |
| **OPPORTUNITIES**  (E*xternal* – What is going on in our local community that presents opportunities for our school to grow? (You can't take credit for these, but you CAN take advantage of them!) | * *[Examples - Delete and replace with your own]* * *New homes under construction (potential new students)* * *Undesirable public school district (potential transfers)* |
| **THREATS**  (E*xternal* – What is going on in our local community that presents an obstacle or difficulty for our school? (You can't take the blame for these, but you can acknowledge they exist and explore ways to minimize the damage!) | * *[Examples - Delete and replace with your own]* * *New charter school opening in close proximity (potential transfers)* * *Factory closure and loss of jobs (potential loss of students due to family’s inability to afford tuition)* * *Aging housing stock (more “empty nesters;” few families moving in)* |

**Summary**: *Summarize in narrative form (a paragraph of five or six sentences) the key findings of your SWOT Analysis here and transfer to your Enrollment Management Plan document.*