

Feedback Received

Friends of the Nighthawks Community
Focus Group (September 19, 2018)

SWOT Analysis Conducted



FRIENDS OF NIGHTHAWKS (FONS)

Strength (S)	Weakness (W)	Opportunities (O)	Threats (T)
Strong collaboration/support(1). Close proximity. Fast growing community. Financial Aid availability. Accreditation(1). MOU's/Transfer guides.	Limited resources for expansion. Limited knowledge of NLC existence. Limited course/program offerings. Limited STEM offerings.	Close proximity to base. New STEM building(1). Increase workforce program(1).	Funding. Out of district tuition. Online programs.
Convenience. Location(1). Growth(1). Course Offerings-variety. Part of Alamo Colleges-brand strength. Accredited/renewed energy	Who to contact? Lack of outreach/communication. Advertising/ how to get word out?	Employment. Internships. Partnerships. Training for employees.	Lack of public transportation. Socio-economic challenges of some neighborhoods. Vocational schools.
Population growth. Geographical location. Strong employers base(2). Diversity. Class size. Affordability.	Higher tuition-outside district. Lack of tech. Education. Military transitional. Transportation.	Expand workforce program(8). Military. Soft skills. Transportation.	Other schools. Online education. Keeping up with technology.
Affordable(2). Location(6). Support F.T.I.C. Early College H.S./Dual Credit.	Consider a tri-county tuition agreement(9). Curriculum development. Work force development of progress(2). Expand Dual Credit	Transportation. Businesses unaware of what is available at NLC. Consider our of district tuition. Lack of workforce programs.	Lower male participation rates. Lack of workforce development resources. Cost of JECA program to college.
Location(1). Small class size(2). Quality in instruction and rigor(1). Accreditation to help us grow(3).	Perception of quality in CC. Student onboarding. Lack of budget for growth.	Collaboration. Internships(1).	Out of district tuition. Do not connect with Community.

