

P.E.S.T ANALYSIS:

Top Three Political, Economic, Social and Technological Trend Impacts on SWIC

Political: (Narrated by Institutional Research)

- Increased national calls for academic and fiscal accountability
- Increased national calls for greater completion, graduation and credentialing rates
- Erosion of the stature of U.S. public higher education and governmental funding commitments

Economic: (Narrated by VP of Instruction)

- Change in realities of Illinois College funding: stagnant state and property tax revenues cause continuing increases in tuition
- Slow re-growth of employment rate in Southwestern Illinois
- Increasing competition from private for-profit schools

Social: (Narrated by Enrollment Services)

- Steady average enrollment increases at 1-2.5% per year for SWIC with trend towards daytime, full-time students
- Continued high level of students unprepared in Math, English, and technology
- Emphasis on educational services for special populations, including veterans, and *Plus 50*

Technological: (Narrated by IT)

- Accelerating dominance of social media
- Internet increasingly delivers classroom resources, content, and interaction but institutional capacity is limited
- Online education is creating changes in the roles and expectations for faculty