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SWOT Analysis for CUNY New York City College of Technology

Strengths:

- CUNY New York City College of Technology is a large school with a total of 16,860 students.
- CUNY New York City College of Technology is relatively easy to get into with an acceptance rate above 75%.
- CUNY New York City College of Technology has a relatively low tuition for in-state students at \$6,369.
- CUNY New York City College of Technology has a relatively low tuition for out-of-state students at \$13,179.
- CUNY New York City College of Technology has good financial aid. 86% of qualified students receive aid.
- CUNY New York City College of Technology has medium sized classrooms between 20-29 students.
- CUNY New York City College of Technology has a variety of degrees with the total coming up to be 42.
- CUNY New York City College of Technology is a public institution.
- CUNY New York City College of Technology has individual counseling to help with
 - i. Adjustment to college life

- ii. Personal issues and family
- iii. College survival skills: academic and social
- CUNY New York City College of Technology has interventions to
 - i. Assist students in preventing or managing crises
 - ii. Provide referrals for on-going treatment or services
 - iii. Work collaboratively with other units, departments and programs to arrange academic accommodations.
 - iv. Teach problem solving and coping strategies
- CUNY New York City College of Technology has people that can help you plan out your career and education by
 - i. Clarifying academic requirements
 - ii. Help you make and assess career decisions
 - iii. Coach you in communication techniques to get familiar with the faculty, staff, and peers.
 - iv. Inform you and grant you referrals to educational resources at the college.
- CUNY New York City College of Technology is able to get you help with community agencies outside of the school that can help with
 - i. Mental health
 - ii. Domestic violence
 - iii. Personal loss: death, divorce, or separation
 - iv. Crime victims
 - v. Rape victims

- vi. AIDS/HIV or other illnesses
- vii. Substance abuse
- viii. Smoking cessation
- CUNY New York City College of Technology holds group workshops that help with
 - i. Adjusting to college life
 - ii. Giving you a support group
 - iii. Test anxiety
 - iv. Academic dismissal and probation
 - v. Time management
 - vi. Study skills
 - vii. Math anxiety
 - viii. Anger management
 - ix. Substance abuse
 - x. relationships

Weaknesses:

- CUNY New York City College of Technology has a high student-faculty ratio that comes out to be 20:1 meaning that there's more in need than those helped.
- CUNY New York City College of Technology has a very low graduation rate that has come out to be 24% over the last 6 years.
- CUNY New York City College of Technology took in 2,861 first-time degree-seeking undergraduates in 2014. This is 8.5% fewer students than the previous year's (2013) total enrollment figure of 3,127.

- CUNY New York City College of Technology doesn't check their records very well because of the numerous New Yorkers who get billed as out-of-state students by accident.
- CUNY New York City College of Technology uses hotmail as their main email server to unite all the students, but there's better and less complicated sites like Gmail available.
- CUNY New York City College of Technology has a help desk that takes way too long to get back at you.
- CUNY New York City College of Technology has a library that is still using outdated computers.
- CUNY New York City College of Technology doesn't have enough chairs for students to use which forces them out of the building unless they're alright with standing up.
- CUNY New York City College of Technology doesn't proofread their work because the pamphlets I used to help me create this SWOT had typos.
- A degree from CUNY New York City College of Technology would be valued less than one of the bigger CUNY colleges.

Opportunities:

- CUNY New York City College of Technology gives students the chance to receive a college education even if they don't make a lot with their affordable tuition.
- CUNY New York City College of Technology gives students who don't have the greatest GPAs a chance to study at a 4 year college.
- CUNY New York City College of Technology allows kids from all sorts of backgrounds to intertwine and spread diversity due to the high number of students.

- CUNY New York City College of Technology allows kids to study what they want to study with 42 different career choices to pick from.

Threats:

- CUNY New York City College of Technology has to compete against the other CUNY colleges located in Brooklyn which include
 - i. Brooklyn College
 - ii. Medgar Evers College
 - iii. Kingsborough Community college
- CUNY New York City College of Technology has to compete against the non CUNY schools in the area as well, which include
 - i. Berkeley College
 - ii. Empire State College
 - iii. Brooklyn Law School
 - iv. Pratt Institute
 - v. St. Francis College
 - vi. St. Joseph's College
 - vii. LIU Brooklyn
 - viii. Feirstein Graduate School of Cinema
 - ix. NYU Center for Urban Science and Progress
 - x. NYU Tandon School of Engineering