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TOSW Analysis for CUNY New York City College of Technology

**Threats:**

- CUNY New York City College of Technology has to compete against the non CUNY schools in the area as well, which include
  1. NYU Tandon School of Engineering
  2. NYU Center for Urban Science and Progress
  3. Feirstein Graduate School of Cinema
  4. LIU Brooklyn
  5. St. Joseph's College
  6. Berkeley College
  7. Empire State College
  8. Brooklyn Law School
  9. Pratt Institute
  10. St. Francis College
- CUNY New York City College of Technology has to compete against the other CUNY colleges located in Brooklyn which include
  1. Kingsborough Community college
  2. Medgar Evers College
  3. Brooklyn College

### **Opportunities:**

- Allows kids from all sorts of backgrounds to intertwine and spread diversity due to the high number of students.
- Gives students who don't have the greatest GPAs a chance to study at a 4 year college.
- Allows kids from all sorts of backgrounds to intertwine and spread diversity due to the high number of students.
- Allows kids to study what they want to study with 42 different career choices to pick from.

### **Strengths:**

- Holds group workshops that help with
  1. Adjusting to college life
  2. Giving you a support group
  3. Test anxiety
  4. Academic dismissal and probation
  5. Time management
  6. Study skills
  7. Math anxiety
  8. Anger management
  9. Substance abuse
  10. Relationships
- Able to get you help with community agencies outside of the school that can help with
  1. Mental health

2. Domestic violence
  3. Personal loss: death, divorce, or separation
  4. Crime victims
  5. Rape victims
  6. AIDS/HIV or other illnesses
  7. Substance abuse
  8. Smoking cessation
- Has people that can help you plan out your career and education by
    1. Clarifying academic requirements
    2. Help you make and assess career decisions
    3. Coach you in communication techniques to get familiar with the faculty, staff, and peers.
    4. Inform you and grant you referrals to educational resources at the college.
  - Has interventions to
    1. Assist students in preventing or managing crises
    2. Provide referrals for on-going treatment or services
    3. Work collaboratively with other units, departments and programs to arrange academic accommodations.
    4. Teach problem solving and coping strategies
  - Has individual counseling to help with
    1. Adjustment to college life

2. Personal issues and family

3. College survival skills: academic and social

- CUNY New York City College of Technology is a public institution.
- 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 has medium sized classrooms between 20-29 students.
- 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 a relatively low tuition for out-of-state students at \$13,179.
- 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 is relatively easy to get into with an acceptance rate above 75%.
- CUNY New York City College of Technology is a large school with a total of 16,860 students.

**Weaknesses:**

- A degree from CUNY New York City College of Technology would be valued less than one of the bigger CUNY colleges.
- Doesn't proofread their work because the pamphlets I used to help me create this SWOT had typos.

- Doesn't have enough chairs for students to use which forces them out of the building unless they're alright with standing up.
- Has a library that is still using outdated computers.
- Has a help desk that takes way too long to get back at you.
- Uses hotmail as their main email server to unite all the students, but there's better and less complicated sites like Gmail available.
- 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 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.
- Very low graduation rate that has come out to be 24% over the last 6 years.
- Has a high student-faculty ratio that comes out to be 20:1 meaning that there's more in need than those helped.