

# Assignment 1: SWOTT Analysis for Valdosta & Lowndes County

Helpful:

Harmful:

Internal:

## STRENGTHS

1. Strong higher education presence (VSU, WGTC, & GMC)
2. Geographic location
3. Strong opportunities for socialization and social engagement
4. Available real estate (land & buildings)

## WEAKNESSES

1. High poverty rate
2. Lack of large-employer diversity
3. High cost of living
4. Low high school graduation rate
5. Lack of utility infrastructure

## TRENDS

1. Generational need to be increasingly entertained & shorter attention spans
2. Globalization of the economy
3. Longer-term unemployment
4. Increasing technology & efficiency
5. Increasing energy costs & environmental pressures
6. People are living longer

External:

## OPPORTUNITIES

1. Increasing integration of the healthcare and business fields
2. Increasing demand for individuals with advanced,
3. specialized degrees (M.D., J.D., Ed.D., Ph.D., etc)
4. Valdosta has the potential to be a regional anchor for “Invest Georgia”
5. Georgia’s engaging the film industry

## THREATS

1. Political instability – national, state, & local
2. Lack of unified vision
3. Increasing globalization of the economy
4. Uncertainty about the future of agricultural industry
5. Increased institutional competition for the top students