Strengths of the College:
- Excellent history of providing a quality education for Alamance County students with various goals
- History of strong community support with ACC Foundation
- Expanded campus
- New programs
- High quality programs
- Excellent reputation
- Culinary Arts, Horticulture, Nursing
- College Transfer program
- ACC Foundation
- Age range of students
- Location
- Programs of study offered
- History of ACC
- Tradition of academic integrity

Weaknesses of the College:
- Attracting quality instructors
- Parking
- Limited communication and community involvement from past President
- Many citizens of Alamance County have never been on the campus. While they may appreciate ACC, they have a narrow view of all ACC can offer.
- ACC leaders should look for ways to enhance the relationship with the community
- The type of attitude or perception “oh, you went to a community college” brings
- Brand awareness
- Visually lacking in physical appeal

Opportunities of the College:
- Dr. Gatewood’s goal to get more involved in community to help build network to help ACC meet its changing needs
- Foster better public vs. private partnerships
- Offer Continuing Education classes for professionals (e.g. communication, conflict management, goal-setting, team building)
- Have community presentations on campus from authors, experts, futurists, etc.
- Push the true value of a two-year degree (Dr. Gatewood pointed out the difference in income of a lifetime)
• The importance of communicating course offerings to the public as well as affordability
• Creating more communications (branding)
• Diversifying course offerings
• Making connections

**Threats for the College:**
• Online classes
• Current economy
• Decline in funding
• Budget shortfalls at state level
• The continued growth of all the surrounding colleges and universities accepting more of the younger students
• Losing market share