

# SWOT Analysis: STEM DIGITAL VILLAGE

## STRENGTHS & OPPORTUNITIES - STEM DIGITAL VILLAGE

### STRENGTHS & WEAKNESSES - STEM DIGITAL VILLAGE

**Social Media web platform resonates with target audience**

**Content highly relevant to target audience (showcases LU students' CPRL videos; videos of student participation [and winning] STEM events; study aids; knowledge base; access to grants, research internships, links to many points of interest, etc.)**

**Over 33,000 visitors and over 3,000 members**

**Serves as PR for LU and STEM studies**

### OPPORTUNITIES & THREATS - STEM DIGITAL VILLAGE

**Instrument can link LU STEM programs to remote collaborators with an array of offerings, i.e. Mentoring, STEM content knowledge base, surveys, study tools, etc. It can link to other programs with screen sharing and other webinar capabilities**

## WEAKNESSES & THREATS: STEM DIGITAL VILLAGE

**Instrument is underutilized: it can accommodate online surveys, private access sections for supervised communication, array of knowledge bases, special sections for special interests, etc.**

**Community's content must be monitored.  
Content must be kept current to retain relevance**