

APR SWOT ANALYSIS and RECOMMENDATIONS

BA in Business Administration: Fall 2025

Strengths:

1. Part of the first Tribally controlled college
2. All faculty are credentialed
3. Programs relevant to College Principles Values and Mission
4. Productive and Positive Working Relationships: Faculty has good working relationships with each other, which include full-time and adjunct faculty.
5. In-house academic business scholarships are available from Blair Endowment scholarships.
6. Diverse Faculty: A variety of culture, race and gender are represented within the division, including Navajo speaking faculty.
7. Qualified Faculty: All faculty members hold a minimum of a Master's Degree in business or a business-related field.
8. Asynchronous/online HLC Certification: BA only.
9. Zoom carts in classrooms: A.A., A.A.S., and B.A. courses are offered at all sites: Tsaile, Shiprock, Tuba City, Crownpoint, and Window Rock.
10. B.A. degree program in Business Administration started 2014/2015: BASET Division offers a unique B.A. program with an emphasis in Tribal Management and Economic Development that is not offered anywhere else in the nation. Increase in number of graduates for past three years.
11. BASET faculty are knowledgeable about Navajo Economic Development along with the obstacles that exist.
12. Affordable tuition for all degree programs.

Weaknesses:

1. DC Graduates have problems getting into Four-Year Business Degree Program because the average student graduates with less than a 3.0 GPA.
2. Faculty turnover: Possible significant turnover, due to retirement.
3. Lack of Professional Development (attending conferences, etc.): in that faculty are unable to attend conferences, etc. due to a lack of time, as well as travel and professional development budget issues.
4. Equipment and Technology: There is no coordinated plan to replace equipment on a regular, rotating basis.
5. Overload: Most faculty teach an overload to meet class demand. There is a lack of qualified adjunct instructors.
6. Data-Oriented Program Review/Data Collection: Lack of data hinders planning and evaluation. For example, no data being collected for planning student retention.
7. Limited availability of ITV: Many technical, scheduling, and instructional issues need to be resolved. Limited availability of ITV classrooms. The need for more Polycom classrooms to meet the demand of the B.A. degree program reaching all campuses.
8. Dorms: Tsaile is the only campus with student housing. Lack of student housing at Shiprock and other educational sites.
9. Lack of community services for the general public, at all Diné College sites.
10. Lack of a Working Relationship with the Navajo Nation Government and Enterprises: There is no collaboration and communication in preparing our students to become productive employees of the Navajo Nation Government and Enterprises.

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11. Lack of Student Data: No student data available to conduct our analysis of student success and no alumni data for program review.
12. Lack of Full-time Faculty Members: At all campus and sites. (There are three vacant positions at the Tsale campus.)
13. Majority of full-time faculty are close to retirement.
14. Business Advisory Council (BAC): BAC needs to revive the BAC.
15. Marketing the Business Degree Programs: Enrollment in our Business Degree Programs has been decreasing. The program needs to be marketed.
16. BA Culture is slowly implemented at Diné College.
17. Students: Lack of technology skills, Excel.
18. Update and modify BUS programs.
19. Diné language not implemented in classrooms.
20. Decreased asynchronous/online presence.

Provost, Deans and OAC Feedback

1. Definition of online delivery

Opportunities:

1. American Indian Business Leaders (AIBL) has to be reinstated.
2. American Indian Higher Education Consortium (AIHEC) contribution to Student Learning. The Tsale business students have participated as a team in the annual AIHEC - Business Bowl Competition for the past twelve years.
3. Re-establish articulation with Arizona and New Mexico 4-year institutions.
4. Navajo Nation's Annual Economic Summit presence, take students.
5. Collaboration/Partnership with Navajo Nation and Enterprises, Local and State Business.
6. Partnership with Exchange Labs or Incubator.
7. Business Entrepreneurship Workshops and Training.
8. Career Tracks with NN and Other local businesses.
9. Business Advisory Council: BAC needs to be revived. Members must be recruited from the business and professional communities.
10. Professional Development: Faculty has the opportunity to participate in national and international conferences, subject to funding.
11. Grants/ Internship/Scholarship: The advisory council, consisting of local business leaders and owners, creates the possibility to develop avenues of cooperation in these areas.
12. Navajo Nation Economic Development: The Business Division needs to establish a working relationship with Navajo Nation Economic Development Department, and other Enterprises of the Navajo Nation, to assist with data collection, analysis and reporting of Navajo Nation economic issues.
13. Establish a B.A. Graduate Placement and data collection for the Business Division.
14. A Marketing Plan for our Degree Programs: The Division needs to complete and implement its marketing plan locally and to other Tribal governments within the US.
15. Research in areas needed by the Navajo Nation

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16. Build a solid curriculum for A.A., A.A.S., and B.A. course that is supported by textbooks and course materials (i.e. PPT, tests banks, etc.)
17. Influence Navajo Nation business laws and policies.

Threats:

1. Competition with Local Universities/Colleges
2. Faculty Retirement/Retention
3. Barriers to housing (students/faculty)
4. Funding uncertainty
5. Financial Aid: A shorter duration of Pell Grants had a negative impact on all degree programs. The federal government reduced the funding cycle for Pell Grants from nine semesters to six semesters for two-year institutions. This has negatively affected all students and resulted in low enrollment.
6. Navajo Technical University (NTU) and other Four-Year Colleges: Our nearest competitor has instituted four-year programs and maybe considering a four-year degree program in business. We need to react and be pro-active with advertising our degree program.
7. Other institutions hiring our qualified faculty, based on salary.
8. SBSS Budget hindrance in filling vacant faculty positions.

Recommendations:

Provost, Deans and OAC Feedback

1. Micro credential
2. Building the MBA program – solutions to bring in a consultant.