

Use this document to analyze feedback from your students, business partners, and staff following your college & career fair. More background on SWOT analysis can be found [here](#).

<p style="text-align: center;">Strengths</p> <ul style="list-style-type: none">• What did others perceive that you did well?• What unique resources did you draw on?• What did others see as your strengths?	<p style="text-align: center;">Weaknesses</p> <ul style="list-style-type: none">• What did others perceive that you could improve?• Where did you have fewer resources than others?• What did others perceive as weaknesses?
<p style="text-align: center;">Opportunities</p> <ul style="list-style-type: none">• What opportunities are open to you?• What trends could you take advantage of?• How can you turn your strengths into opportunities?	<p style="text-align: center;">Threats</p> <ul style="list-style-type: none">• What threats could harm you?• What is your competition doing?• What threats do your weaknesses expose you to?