

# **Report on the QAFU Workshop On SWOT Analysis and Strategic Planning**

## **Introduction**

Inasmuch as the advocacies of the Ministry of Manpower for colleges of technology have changed as reflected in the new goals provided by the QAD to the QAFU, there is also a need to revise the existing strategic plan to reflect these new goals. On this light, the QAFU had conducted a series of brainstorming and workshops that started with an exploratory meeting, firstly to decide and agree on the new strategic planning process that will be adopted to make sure that the revised strategic plan is both doable and relevant, and secondly to start developing the new strategic plan. The following sections provide details of these meetings and workshop sessions.

## **Exploratory/Preliminary Meeting**

The first meeting of QAFU was held last 12<sup>th</sup> November 2008 at the office of the ETC Head, who incidentally, is also the current Head of QAFU. The meeting served as a preliminary meeting to the succeeding activities that will be done by the unit, and it also tackled the different steps that need to be included to come up with a complete process in the strategic plan development.

During the meeting, the steps for the strategic planning process were finalized, and the initial assignments of each member of the staff were identified. Moreover, the steps in the implementation of the strategic plan and the development of the operational plan for each department were also identified and drafted.

For the detailed minutes of the first meeting of the QAFU, please refer to the meeting minutes attached in this report.

## **SWOT Analysis Workshop**

The second meeting (18 November 2008) of QAFU was allotted for the environmental scanning and SWOT analysis workshop. As it was already discussed during the first meeting that everybody should prepare (and if needed, bring relevant documents) the information required for these activities, the workshop served as an extended brainstorming for the group to come up with a SWOT analysis. During the process, the members of QAFU argued on where to base the scanning and the formulation of the SWOT analysis as there is already an existing strategic plan, aside from the fact that the “new” plan should be based on the eight (8) goals provided by the Ministry. At the end, the group agreed that the analysis will be limited by the eight (8) goals provided. As this is the case, in the formulation of the SWOT analysis, the group took extra care in weeding out those entries that are not relevant in the given goals, and after a long deliberation, came up with a SWOT analysis that will provide one of the bases from which the revised College strategic plan will be developed.

The SWOT Analysis developed by QAFU is found as an attachment to this report.

### **Strategic Plan Ver2A**

The next two meetings (19 and 22 November 2008) of the QAFU were held for the purpose of drafting the first version of the revised strategic plan of the College. As there is already an existing strategic plan, and since the SWOT analysis of the college environment had already been completed by the group, the activity towards getting the first version of the revised plan was not at all that difficult, although still time-consuming, for the unit. Each strategy identified in the old strategic plan was scrutinized and deliberated upon by the members of QAFU and checked against the SWOT analysis. After that, the said entry was checked for relevance to the new goal(s) and again deliberated upon if it will be finally included as is, or with changes. The members of QAFU also deliberated on new entries that were suggested by them for each of the sub-goals identified. New sub-goals were also recommended and added in certain areas of the strategic plan.


After two meetings and almost eight (8) hours of deliberation, the group came up with the first version of the revised strategic plan for the College, which is called the NCT Strategic Plan Ver2A. This strategic plan is included as an attachment to this report.

### **Next Steps**

The fifth meeting of QAFU is scheduled to be held on 29 November 2008. On this meeting, the finalization of version 2A of the strategic plan of all the members is planned. Furthermore, schedules as to the presentation of this strategic plan to the QA Committees of each department will be finalized. It is also envisioned that through the presentation of this version of the strategic plan to all the departments, more suggestions and recommendations can be obtained towards further improving the plan before it is evaluated by the College Council.

The questionnaire developed for the purpose of getting the feedback of representatives from the various stakeholders in the College with respect to their perception regarding the strategic planning process being followed by QAFU to come up with a revised strategic plan will also be disseminated and data collected will be analyzed during this time.

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