

Rowan University One-Page Strategic Plan

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PEEST Factors ¹	SWOT Analysis ²
<p>Political</p> <ul style="list-style-type: none">▪ Accountability▪ Diminishing federal resources and shifting of priorities <p>Economic</p> <ul style="list-style-type: none">▪ Declining state support▪ Global competition <p>Educational</p> <ul style="list-style-type: none">▪ Expanding and uneven access to education▪ Cost▪ Market-driven competition▪ Engaged learning expectations▪ Rapid expansion of knowledge <p>Social</p> <ul style="list-style-type: none">▪ Internationalization▪ Public criticism of higher education▪ Demographic trends <p>Technological</p> <ul style="list-style-type: none">▪ Proliferation of information technologies▪	