

TOWS Matrix – Kimball Union Academy

Internal Factors	Strengths	Weaknesses		
	Organizational history of supporting new educational initiatives Generally well educated student body As new faculty are hired trend is toward more faculty with online communication and digital literacy Educational culture supports integrating technology into the curriculum All students, faculty and staff have access to computers with internet access	No awareness or support for aspiring to NETS standards Internal communication systems poor Most faculty and administration not well educated in online communication/collaboration methods other than email Administration lags behind community at large in terms of digital literacy No culture of personal learning networks or engagement with the global community Generally insular educational culture		
External factors				
Opportunities	SO Strategies	WO Strategies	0	
International student enrollment growing. Possible integration with Whipple Hill SIS already in use at the school	Use the KUAPress platform to promote cross-discipline engagement in the school community With Admissions and Development depts. promote and encourage a blog written by Asian students, KUA from their point of view, getting acclimated etc.	Encourage the use of the KUAPress platform to publish by foreign students.		
Threats	ST Strategies-	WT strategies		
No control over content presently published to the web by students Constituents (prospective students and parents) look for an authentic voice	Promote Admissions Department use of the platform to showcase student life with posts by selected students, photo essays on life at KUA, etc Promote online	Have students train specific members of the administration to publish activities in a blog format in an effort to promote greater understanding of department functions in the school community		

The KUAPress Project

Digital publishing for the KUA Community

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<p>from schools (see successful use of admissions blogs from independent schools and colleges)</p> <p>Anecdotal evidence that KUA students are not well prepared technologically when they reach college</p> <p>As incoming students grow more proficient, due to digital literacy training (including web publishing) now being taught in most public schools (see NETS), KUA faculty and administration will fall further behind students and be less prepared to guide them in publishing content.</p>	<p>student portfolios, showcasing writing, art, video and music</p> <p>Promote and encourage the use of KUAPress as a means of creating and maintaining a professional online identity.</p>			
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