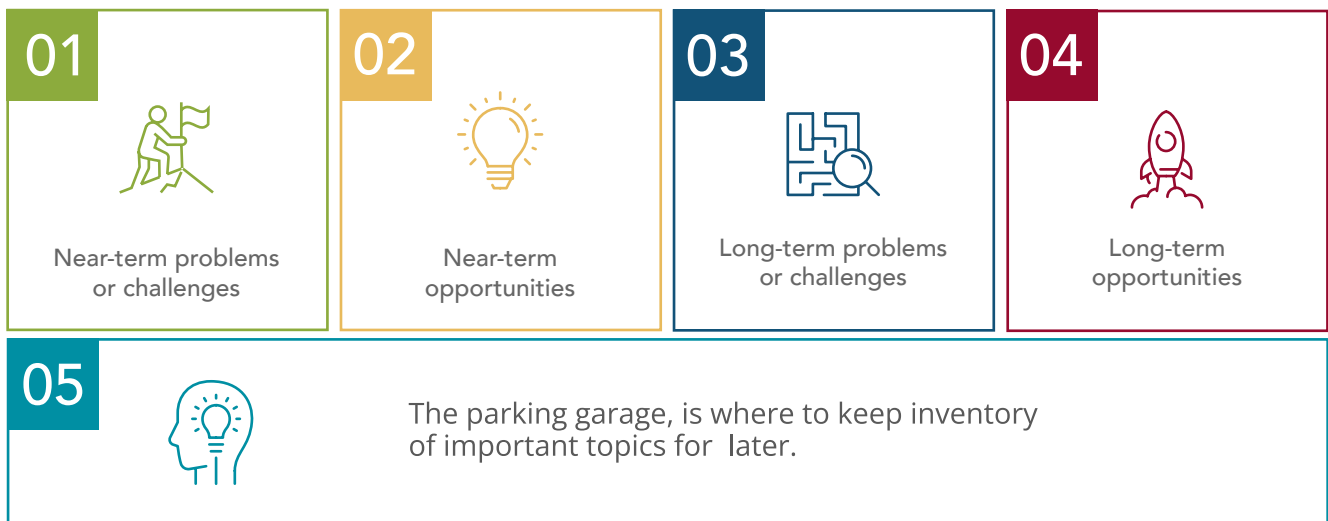


Stamats Resource Checklist

Conducting a Situational Analysis, Part 2 How to Organize and Prioritize Your Findings

Four categories

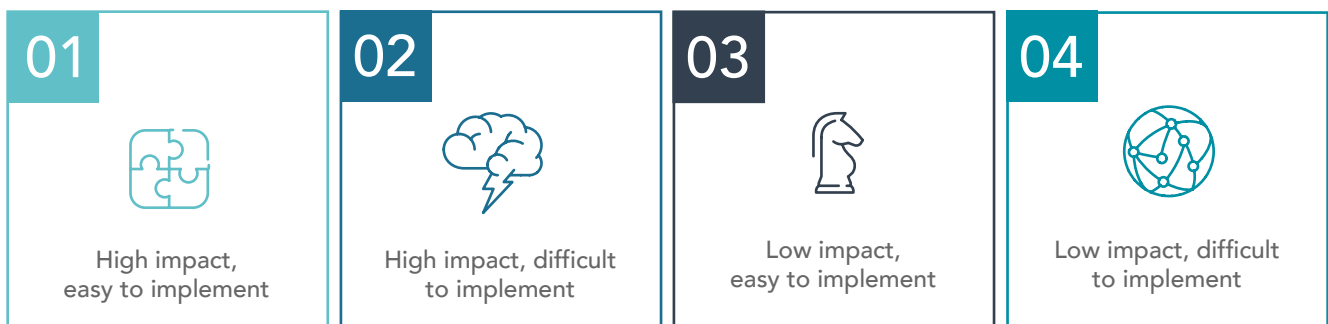
Organize findings into four categories:



Prioritize your findings: Pay-off matrix

The pay-off matrix helps prioritize findings. Utilize Quadrants 1 and 2 and add items in Quadrants 3 and 4 to the parking garage. Focus on available resources, gain momentum, and generate increased political support.

The categories below organize near-term challenges and opportunities into four categories:



Prioritize your findings: Nominal group technique

A powerful tool that helps with prioritizing data and gain consensus.

Scenario: How to prioritize

Suppose the initial pay-off matrix identifies 25 potential issues to address. This number is too large and must be reduced. At this point, the leader of the strategic planning team hands 10 “stars” to each member of the planning team. Each team member allocates their stars as they wish across the 25 issues. One person might place three stars on one issue they believe is critical, and then use the remaining seven stars to highlight seven other issues. Another member of the team might put one star on 10 different items.

After all the stars are distributed by team members, the results are tallied and the top five or six issues are identified.

Sequencing strategic issues

Sequence strategic issues in logical or temporal order.

For example, address the shortfall in the marketing budget when requests are made to increase marketing for the science program. Additionally, recruitment is affected and may need to increase FTE before the campaign is launched to recruit additional students interested in the sciences.

A final review

Before you finalize the findings of the situational analysis, it is important to conduct a quick review to test the efficacy of the team's findings. Ask the following five questions:

- What is the issue?
- Why is this an issue?
- What is the benefit of our addressing this issue?
- Do we have the resources to address the issue?
- What are the consequences of not addressing this issue?

Have questions about this checklist, or need help with planning or executing your situational analysis, please contact: Marianne Sipe at Stamats.Enrollment@stamats.com

Other resources from Stamats

- [Sender's Remorse: How to Recover When Student Messaging Goes to the Wrong Audience](#)
- [Refining Email Messages for Dual-Enrolled Students](#)
- [Drinking from a Fire Hose? 5 Tips to Manage Higher Ed Marketing with a Lean Team](#)