SCOT Analysis	Helpful	Harmful
Internal	Provides quality across organizations Provides for consistency of brand representation Provides for consistency in University policy and legal compliance Adjacency of related staff Excellence in Design department = excellence in design staffing Meaningful and relevant jobs with strong cocurricular ties. Strong vetting process for purchasing promotional products Sustainability focused Job structure provides for growth to leadership positions Well supported by VU IT Regularly replaced production equipment Support for professional, current software used in industry Big front window creates an inviting entrance Summer staff employment provides for good staff team building Job position structure works well JDs, for the most part, are well developed and reflect the positions accurately Quantity of design staff is good – not too small, not too large Excellent hiring process leads to highly dedicated staff Lead Designer JD could be better iterated We are widely seen as doing the best student graphic design on campus. We are also recognized throughout the AS as delivering excellent customer service in management of projects and delivering a responsive distribution service.	Closed floorplan No windows No Jeff backup Retraining new staff every year Rogue offices – design without using PC – undermines successful AS branding and consistency in quality Taking orders that undermine our ability to produce on-time products Inability to meet some "rush" orders due to too short timelines Lack of PC photographic staff means leaning on AS Review photographer Physical location makes it hard to interface with all AS offices – this may be exacerbated by the MCC. VU support through graphic design and production can interfere with work produced for AS

External	University supported standards assist with compliance on required elements and provides clarity of verbiage Strong relationship with Design department provides for solid recruitment Cocurricular job skills in many positions Redesign of trike graphics and deployment as promotional tool would enhance PR ability Consider abandoning internal logo entirely, in favor of promoting and explaining relationship to parent (AS) Additional full time staff would provide consistency Expansion of digital signage system and overall management by UComm Potential Director position to handle vendor relationships, training, assessment Create dedicated 4-quarter designer positions to ensure adequate summer staffing	Moving the ESC and SAIRC into the MCC may threaten communication between PC and their offices Use of online automated tools by offices for design instead of using PC Approvals of contracts with too little time to promote event well Weather can significantly affect the distribution crew's ability to post banners. Advisors butting into conversations late in the process undermines successful collaboration with client Too many drafts leads to extended timelines Handbill use works against sustainability goals for AS