# Developing an Identity for Your Program – Fall 2019

## Program Mission Statement

### Consider the placement of your graduates; your patient populations and the future directions as you write your mission statement. Mission statements are generally 2-3 sentences or bullet points.)

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## Who do you serve?

### As you prepare to complete your SWOT analysis, you need to think about the groups that you serve within the hospital and outside of the hospital.

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| Inside Your Organization | Outside Your Organization |
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| Strengths | Weaknesses | Opportunities | Threats |
| Internal factors IN your control | Internal factors IN your control | External factors NOT in your control | External factors NOT in your control |
| Think about:* Program strengths
* Institutional strengths
 | Think about: * Program weaknesses
* Institutional weaknesses
 | Think about: * Current ongoing trends
* Social and economic conditions
 | Think about:* Negative aspects of the current market
* Possible change in resident recruitment
* Any new government regulations going to affect your program
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