Dear Employee,

We would like to draw our road map by taking your opinions and suggestions within the scope of 2023 – 2027 Strategic Plan preparation studies. We will convey it to our university, which adopts a management approach with stakeholders, your thoughts are important to us.

SWOT analysis is a technique used to determine the strengths and weaknesses of the subject under investigation and to identify opportunities and threats arising from the external environment.

The aim of the SWOT analysis is to develop plans and strategies that will take advantage of existing strengths and opportunities at the highest level and minimize the impact of threats and weaknesses, taking into account internal and external factors.

S: Strength (Means determining the strengths/superior aspects of the organization.)

W: Weakness (Means identifying the weak/weak aspects of the organization.)

O: Opportunity (Represents the opportunities that the organization has.)

T: Threat (Expresses the threats and dangers faced by the organization.)

SWOT Analysis is a method in which an organization is systematically analysed in interaction with its environment. This method refers to analyzing the strengths and weaknesses of the organization/sector/region, the opportunities and threats it faces, and developing strategies for the future while planning. Aim is the realization of infrastructure works to develop plans and strategies that will take advantage of existing strengths and opportunities at the highest level and minimize the effects of threats and weaknesses, taking into account internal and external factors. Brainstorming is a democratic and participatory technique used to identify problems and reveal solutions, by combining the thinking forces of stakeholders in a short period of time to generate as many collective ideas as possible.

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Please evaluate the academic and/or administrative unit you are affiliated with in the light of these explanations when filling out the forms. Thank you for your sincere contributions.

<div align="right">Rectorate</div>

Formu dolduran :
☐ Akademik / *Academic* ☐ İdari / *Administrative* ☐ Diğer / *Other* _____

Adı-Soyadı *(İsteğe bağlı yazılabilir)* : _____
Name-Surname (Optional writable)

Ünvanı *(İsteğe bağlı yazılabilir)* : _____
Title (Optional writable)

Çalıştığı Birim (İsteğe Bağlı İşaretlenebilir)
Working Unit (Optional)
☐ Rektörlük / *Rectorate*
☐ Genel Sekreterlik / *General Secretary*

Akademik Birimler
   ☐ Lisansüstü Eğitim Enstitüsü / *Graduate School*
   ☐ Tıp Fakültesi / *Faculty of Medicine*
   ☐ Diş Hekimliği Fakültesi / *Faculty of Dentistry*
   ☐ Mühendislik Mimarlık Fakültesi / *Faculty Of Engineering And Architecture*
   ☐ İktisadi, İdari ve Sosyal Bilimler Fakültesi / *Faculty Of Economics, Administrative And Social Sciences*
   ☐ Sanat ve Tasarım Fakültesi / *Faculty of Art and Design*
   ☐ Yüksekokullar ve MYO / *Schools & Vocational School*
   ☐ Beden Eğitimi ve Spor Yüksekokulu / *School of Physical Education and Sports*
   ☐ Sağlık Bilimleri Yüksekokulu / *School of Health Sciences*
   ☐ Sivil Havacılık Yüksekokulu / *School of Civil Aviation*
   ☐ Uygulamalı Bilimler Yüksekokulu / *School of Applied Sciences*
   ☐ Konservatuvar / *Conservatory*
   ☐ Meslek Yüksekokulu / *Vocational School*
   ☐ Sağlık Hizmetleri Meslek Yüksekokulu / *Health Services Vocational School*
   ☐ Yabancı Diller Bölümü / *Foreign Languages Department*
   ☐ Sürekli Eğitim Uygulama ve Araştırma Merkezi (SEM) / *Continuing Education Application and Research Center*
   ☐ Finans Ekonomi ve Politika Araştırmaları Uygulama ve Araştırma Merkezi / *Finance, Economics and Policy Research Application and Research Center*
   ☐ Kadın ve Aile Çalışmaları Uygulama ve Araştırma Merkezi / *Women and Family Studies Application and Research Center*
   ☐ Türkçe Öğretimi Uygulama ve Araştırma Merkezi (TÖMER) / *Turkish Teaching Application and Research Center*
   ☐ Uzaktan Eğitim Uygulama ve Araştırma Merkezi / *Distance Education Application and Research Center*
İdari Birimler
   ☐ Bilgi Teknolojileri Daire Başkanlığı / *Department of Information Technologies*
   ☐ Destek Hizmetleri Daire Başkanlığı / *Department of Support Services*
   ☐ Fakülte Sekreterliği / *Faculty Secretariat*
   ☐ İnsan Kaynakları Daire Başkanlığı / *Department of Human Resources*

- ☐ Kariyer Merkezi ve Mezunlar Koordinatörlüğü / *Career Center and Alumni Coordinatorship*
- ☐ Kurumsal İletişim Koordinatörlüğü / *Corporate Communications Coordinatorship*
- ☐ Kütüphane ve Dökümantasyon Daire Başkanlığı / *Deparment of Library and Documentation*
- ☐ Mali İşler Daire Başkanlığı / *Department of Financial Affairs*
- ☐ Mesleki Rehberlik ve Tanıtım Koordinatörlüğü / *Vocational Guidance And Promotion Coordinatorship*
- ☐ Öğrenci Dekanlığı / Dean of Students
- ☐ Öğrenci İşleri Daire Başkanlığı / *Department of Student Affairs*
- ☐ Sağlık, Kültür ve Spor Daire Başkanlığı / *Department of Health, Culture and Sports*
- ☐ Strateji Geliştirme Daire Başkanlığı / Department of Strategic Development
- ☐ Uluslararası Ofis Koordinatörlüğü / International Office Coordinatorship
- ☐ Yazı İşleri Yönetim Bilgi Sistemleri ve Raporlama Koordinatörlüğü / *Editorial Management Information Systems and Reporting Coordinatorship*
- ☐ Nişantaşı Kültür Sanat Koordinatörlüğü / *Nişantaşı Culture and Art Coordinatorship*
- ☐ Sürdürülebilir Toplum ve Yenileşim Koordinatörlüğü / *Sustainable Society and Innovation Coordinatorship*
- ☐ Akademik Gelişim Koordinatörlüğü / *Academic Development Coordinatorship*
- ☐ Kalite ve Yönetişim Koordinatörlüğü / *Quality and Governance Coordinator*
- ☐ Bilimsel Faaliyetler Koordinatörlüğü / *Scientific Activities Coordinatorship*
- ☐ Diğer / Other _____

Nişantaşı Üniversitesi olarak içeriden kaynaklanan <u>GÜÇLÜ</u> yönlerimiz nelerdir? / *What are our STRENGTHS as Nişantaşı University?*

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

Nişantaşı Üniversitesi olarak iç kaynaklı <u>ZAYIF</u> yönlerimiz nelerdir? / *What are our WEAKNESS aspects as Nişantaşı University?*

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

Nişantaşı Üniversitesi'nin akademik sektördeki dış kaynaklı FIRSATLAR'ı nelerdir? /
What are the OPPORTUNITIES of Nişantaşı University in the academic sector?

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

Nişantaşı Üniversitesi'nin akademik sektördeki dış kaynaklı TEHTİDLER'i nelerdir? /
What are Nişantaşı University's THREATS in the academic sector?

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____