

## SWOT Analysis

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Equalizing Parking Costs through Academic Incentive

### strengths

- Encourages students to commit more to school work
- Allows students freedom to park anywhere
- Students can better control what they pay
- Could possibly decongest parking lots
- Eases burden on students whose classes take place in popular parts of campus
- Reduces cost of parking near popular parts of campus (especially when not actually using those facilities, ie the library)
- Encourages personal finance management with another variable
- Distributes parking more equally throughout campus

### weaknesses

- Doesn't help students with cash flow issues
- Punishes students for having different learning styles
- Ignores contribution to the school/culture
- Punishes students with tougher classes/work schedules
- Could negatively affect public transportation
- Cost disparities could be even higher than they already are
- Affects revenue for maintaining infrastructure
- Would require study of current parking distribution to make sure it's viable

### opportunities

- Generate publicity
- Cause an overhaul on the grading system to be more fair towards different types of learners
- Streamline parking/transportation across campus
- Drive traffic towards specific parts of campus to generate more interest
- Create lots as an incentive
- Direct marketing opportunities to generate revenue
- Reduced cost of toll booth operation
- Tie parking to student accounts/eliminate need for meter maids

### threats

- Students could have principled objection and could take to social media
- Enrollment in advanced electives could drop
- Higher maintenance costs for popular areas of campus
- Rise in academic dishonesty
- Socio-economic implications for those from underprivileged areas
- Reduced use of public transportation
- Current layout of parking structures may not be able to support the new system
- Semester enrollment being lower could affect revenue drastically (especially in summer, where many students do well)