**STRENGTHS**
- Strong reputation and rankings (research and teaching)
- Size and breadth allows us to be selective – we have great students
- Strong community, including good PS-academic solidarity
- Inter-disciplinary and collaboration across the University and industry
- Diversity amongst our staff and students
- Flexible and nimble to grasp opportunities (eg. entrepreneurship)
- Collegiate leadership team
- Location and modern building
- Research-based curriculum

**WEAKNESSES**
- Bureaucracy within University and School
- Lack of project management – poor planning of the implementation of initiatives
- Size resulting in layers of (ineffective) communication
- Student experience (NSS scores)
- Staff morale and wellbeing – lack of respect by University management; overload/burnout
- Engagement with alumni
- Space (type and shortage of)

**OPPORTUNITIES**
- New leadership (Provost/Head of College) opportunity for cultural change
- Knowledge exchange opportunities and impact on industry and society
- Inter-disciplinarity – opportunity to solve big problems with other disciplines/Schools and global challenges
- Future is digital and AI still fashionable - student demand and breadth of funding
- Data education – opportunities for education beyond core computer science (eg. Social Sciences, etc)
- Re-joining the EU (through Scottish Independence or otherwise) – funding opportunities
- P&M crisis – may result in a more supportive Uni management approach
- Good value to N.American students

**THREATS**
- Over-reliance on Chinese student and research funding
- GeoPolitics – political uncertainty; China: War; Scottish Independence – funding uncertainty
- University’s centralisation agenda, systems not fit-for-purpose and overly-bureaucratic - threatens flexibility and impacts job satisfaction
- Reputational impact of P&M publicity
- Export Control / National Security & Investment Act breach
- The next AI / Quantum Winter
- Internal competition (EFI, Bayes) for students and resources
- Lack of PSS career progression
- Recruitment and retention of academic and research staff in the face of industrial competition
- School’s popularity pulls us in too many different directions
- Misconception we specialise in data analysis