1 SWOT-analysis

1. Strengths
   a. High quality of staff and high level of engagement
   b. Excellent level of external funding
   c. Flexibility of structure to adapt easily to changing trends

2. Weaknesses
   a. A relatively small tenured staff has to keep many projects going
   b. Visibility can be improved

3. Opportunities
   a. The collaboration with CSCA and ILLC researchers working on language offers further openings and directions.
   b. The faculty’s research priority areas provide space for new contracts.

4. Threats
   a. The smaller language sections are under serious threat and this is affecting the number of staff employed in these sections.
   b. Increasing teaching load for tenured staff may put the research time under further pressure.
A combined analysis of the SWOT dimensions helps to show the strategies that the ACLC should follow in the near future:

<table>
<thead>
<tr>
<th></th>
<th>Strengths</th>
<th>Weaknesses</th>
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<tbody>
<tr>
<td><strong>Opportunities</strong></td>
<td>The ACLC should exploit its broad orientation to enforce or create alliances with other institutes in adjacent fields, such as the ILLC and the CSCA.</td>
<td>The ACLC should make sure that the new positions that come available now and in the near future are used to contract research leaders.</td>
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<tr>
<td><strong>Threats</strong></td>
<td>The ACLC should use its flexible structure to concentrate research efforts when this becomes necessary due to lower staff availability.</td>
<td>Given its size the ACLC is vulnerable to potential budget cuts and should continue looking for external funding and alliances.</td>
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</table>

Table 11. *Combined analysis of the SWOT dimensions*

### 2 Strategy

As indicated in Table 11, the ACLC should focus on a further reinforcement of the existing collaboration with CSCA and ILLC, concentrate research efforts where possible, contract research leaders so that externally funded projects can be managed, and continue its policy to facilitate applications for external funding.