

## Strengths

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- Good opportunity to share (better than paper maps)
- Partners recognize value of participation – Federal \$\$
- No \$ included – reduces influence of politics
- Flexibility – best data, least intrusive
- Building relationships, training, demo's, building trust

## Weaknesses

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- Unclear communication – channels/lines
- Partners understanding of the program/goals/expectations
- Expectations for feedback
- Standardization of data
- Barriers between levels of government - silos

## Opportunities

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- Utilize Technological advances, web services, social media
- Transparency for all participants
- Integration with Google/Bing
- Budget constraints – force governments to be creative; this program shows reuse value
- Data culture – use of data to create value
- Standardization – creates value

## Threats

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- Unclear communication channels from Census Bureau
- Issue of perceived value of partnership program –how to quantify return on investment? What is the value of an address?
- Perceived as being a “One way Relationship”
- Contracts and Memorandums Of Understanding

Internal factors

External factors

Positive

Negative

## SWOT Analysis – Partnership Program Plans – Table 3

(Kenneth Bennett, Sean Fernandez, Michael Vanhook, Gregory Hanks, Paul Riley)

## SWOT Analysis:

### Internal Factors:

- **Strengths** - Strengths are the qualities that enable us to accomplish the organization's mission. These are the basis on which success can be made and continued/sustained. Strengths can be either tangible or intangible.
- **Weaknesses** - Weaknesses are the qualities that prevent us from accomplishing our mission and achieving our full potential. These weaknesses deteriorate influences on the organizational success and growth. Weaknesses are the factors which do not meet the standards we feel they should meet.

General areas to consider are:

- Human resources
- Physical resources
- Financial resources
- Activities and processes
- Past experiences

### External Factors:

- **Opportunities** - Opportunities are presented by the environment within which our organization operates. These arise when an organization can take benefit of conditions in its environment to plan and execute strategies that enable it to become more successful. Organizations can gain a successful advantage by making use of opportunities.
- **Threats** - Threats arise when conditions in external environment jeopardize the reliability and success of the organization's business. They compound the vulnerability when they relate to the weaknesses. Threats are uncontrollable.

Forces and facts that your group does not control include:

- Future
- The economy
- Funding sources
- Demographics
- The physical environment
- Legislation
- Local, national or international events