

## Strengths

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- Some partners have technology, experience, and ability to effectively share data
- Census Bureau has decades of experience
- Great existing partnerships
- Ability, technology, and experience to provide solutions

## Weaknesses

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- Geography Division is part of a larger organization – Census Bureau
- Lack of autonomy
- Partners without technology, experience

Internal factors

## Opportunities

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- Need for continuous update
- Leveraging new technology
- New partnership models (National Telecommunications and Information Administration, Broadband)
- Partners would like to provide updates annually
- Coordination of all Census data gathering efforts
- Take advantage of State partnerships such as NSGIC

## Threats

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- Title 13
- Budget constraints
- Time constraints
- Partner lack of resources

External factors

Positive

Negative

## SWOT Analysis – Partnership Program Plans – Table 4

(Shoreh Elhami, Barney Krucoff, Karen Owens, Andrew Stanislaw)

## 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