

Strengths



- United States Postal Service(USPS) = monolithic – prevalent across the U.S. - movers
- USPS/Census Bureau respect privacy
- Regional Office network
- Local GIS
- State mandates
- National address database
- Technology and associated advances

Weaknesses



- Communication between USPS and governments
- Title 39 – use 412 – interpretation is that USPS cannot share data
- Title 13
- Local/State governments, USPS and Census Bureau feeling the effects of the recession
- Insufficient staffing
- Technology and associated advances

Opportunities



- Strengthen relationships with the USPS
- Reinterpretation of Title 39 and Title 13 – do not link name and address
- NSGIC
- Fund a person per state for Census addresses
- Technology and associated advances

Threats



- USPS not appropriated
- Census Bureau appropriated
- Perception that finding units = finding illegals – profiling/persecuting
- Congress
- Privacy
- Technology and associated advances

Internal factors

External factors

Positive

Negative

SWOT Analysis – Partnership Program Plans – Table 5

(Clayton Bonnell, David Jackson, Carol Rogers, Deirdre Bishop, Kathryn Wimbish)

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