

Strengths



- Many partners already working with the Census Bureau
- Legal authority, strong local knowledge about source material
- Information is the basis for redistricting – selling point for participation
- Other program applications

Weaknesses



- Current partnership program is squarely in the Census Bureau's comfort zone
- Census Bureau cannot openly promote a particular vendor
- Local Update of Census Addresses – no other tools provided other than MAF/TIGER Partnership Software (MTPS)
- Feedback

Opportunities



- Synergies with Environmental Systems Research Institute (Esri) or other companies to help local governments get to FGDC format
- Leverage relationships with State Data Centers and Federal-State Cooperative for Population Estimate representatives
- Local governments can make a case for working with Ersi's local governments model
- Create tools that can be licensed and used by local governments beyond Census Programs

Threats



- Citizen apathy and anti-government feeling

Internal factors

External factors

Positive

Negative

SWOT Analysis – Partnership Program Plans – Table 6

(Donald Cooke, Terry Jackson, Shane White,
Donald Dittmar, Michael Ratcliffe)

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