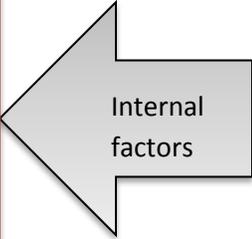


Strengths **S**

- Common goal to exchange data
- Understanding of the objective
- Local involvement in canvassing

Weaknesses **W**

- Title 13 restrictions
- Lack of State and local partnership(s)
- Lack of communication from the Census Bureau
- Census culture of mistrust

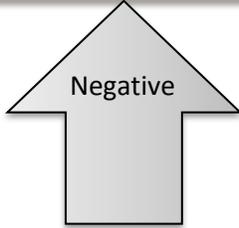
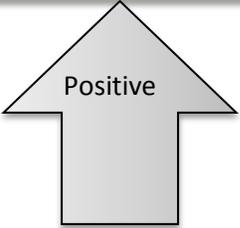
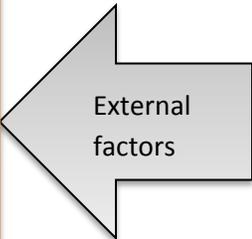


Opportunities **O**

- Increased buy-in
- Create data systems where none exist
- Expanding partnerships

Threats **T**

- BUDGET!!
- Traditional processes do not relate to Tribal areas
- State immigration policies/rapid landscape change
- Restrictions on data sharing



SWOT Analysis – Partnership Program Plans – Table 8

(MC Baldwin, Michael Fashoway, Joseph Salvo, Atri Kalluri, Lynda Liptrap)

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