

SWOT ANALYSIS:
Library Task Force Meeting
February 22, 2011

Strengths

- Plenty of talented people
- Facilities throughout the entire community
- Trust and goodwill from the community
- Community values the library as a service
- Jean Brady's leadership
- People want to work at SAPL; staff feel that their job is their calling
- Improving the Library's professional image nationally
- Library valued by the city government, has a good reputation and good relationship with other city departments
- Positive city energy
- Internal partners
- Libraries perceived as neighborhood assets
- Gifted city manager that's allowed for financial stability
- Library positioned to assist with many of the city's current goals and able to address many of city's current issues
- Strong director and leadership team
- Committed leadership that puts the organization first
- Architecturally significant facilities
- Outreach to different segments of the community: childcare centers, schools

Weaknesses

- Small market share of citizens utilizing the library
- Low awareness of what's available
- Supply side mentality, "If we provide it people will use it."
- Partners don't share goals
- Partners understanding of library services
- Disengaged partners

- Lack of collaboration between different areas of focus in the library: “silos”
- Lack of shared purposes
- Relationship and coordination with the Library Foundation
- No holistic view of branches
- Branding and sub-branding
- Difficulty saying, “No”
- Not knowing the community as well as thought
- Ability to assess and manage risk, currently too risk adverse
- Micro management
- Fear of letting responsibility go to other people
- Don’t have right data
- Decision making processes
- No succession planning

Opportunities

- Branding
- Training
- Leadership training, young professional development
- Project management
- Be a learning organization for employees
- Knowledge sharing and professional development
- Succession planning
- Efficiency: better utilization of current resources
- Partnership development
- Community’s current focus on education and economic development
- Literacy, financial literacy, adult literacy
- Be more agile and responsive
- Time to think differently about fundraising



Threats

- Continuing to be reactive
- Missed opportunities
- Rapid advancement of digital media
- Politics, political environment
- Spending cuts
- Diversified fundraising
- Complacency throughout organization, accepting the status quo
- Perception that technology will replace books
- Lack of relevancy
- Risk adversity
- Value of libraries
- Duplication of services by other city services
- Failure to take care of the basics before moving on to new technology

