

(S) STRENGTH

Customer Service
Friends/Foundation/Board Support
Dedicated Staff
Youth Programs
Willingness to Try/Innovate
Building Size
Healthy Collection

OPPORTUNITIES (O)

Increased Outreach
Re-vamped Volunteer Program
Large Collection Analysis
Expand Digital Materials
Sustainability Plan
Fine Elimination
Space Re-org/expansion

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SWOT
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Teen space
On-Call Retention & Wages
Staffing Constraints
Marketing Implementation
Telling Our Story
Classification System
Communication Among Staff

(W) WEAKNESS

Economy
Library District Future
Network Funding
Staffing Turnover (Retirements)
Intellectual Freedom Opposition
Security

THREATS (T)