

**2.5.b.1 SWOT ANALYSIS**  
**Your Library's Strengths, Weaknesses, Opportunities, Threats**

<p style="text-align: center;"><b>STRENGTHS</b></p> <p>What are your library's strongest contributions to your community? What does your library do that no one else does? What do your users like best about your library?</p>	<p style="text-align: center;"><b>WEAKNESSES</b></p> <p>In what areas does your library have fewer resources than you need? What else needs improvement? What do your users wish you did better?</p>
<p style="text-align: center;"><b>OPPORTUNITIES</b></p> <p>What could you do if only your library had the resources to do it? What is happening in the world now that you would like to take advantage of? How can your strengths open doors to opportunities for your library?</p>	<p style="text-align: center;"><b>THREATS</b></p> <p>What is happening in the world that could impact your library negatively? What library services are provided elsewhere with greater ease for users? What weaknesses leave you vulnerable to cuts in or competition for your services?</p>