Strengths S

- Recognizing the problem
- Minimizing the interruption in local workflows (accommodation)
- Data rich
- Time to vet process – adaptive management approach

Weaknesses W

- Variety of capabilities among partners
- Lack of capacity/resources
- Only so much automation possible
- Lack of education and training

← Internal factors

Opportunities O

- Outreach (State/local conferences)
- Evolving digital age
- Inter-Federal coordination to develop a national address database (budget cuts)
- Return On Investment (ROI) analysis
- Bi-directional relationships

Threats T

- Too accommodating
- Data aggregators may not be able to share
- Not every State has a coordinator
- Federal budget
- Title 13
- Volatile fast changing tech world
- Turnover/communications with addressing authority list

← External factors

↑ Positive

↑ Negative

SWOT Analysis – Partnership Program Plans – Table 2

(Todd Fagan, Russell Provost, John Wilson, Stuart Irby)

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