



Department: **Full staff meeting to prioritize Library SWOT**

April 11, 2008

Participants: **Gail Allen, Colleen Angel, Patti Becker, Patty Cray, Kathy Davis, Mindy King, Yan Liao, Jim Maas, Christine Neidlein, Nerissa Nelson, Aaron Nichols, Cathy Palmi, Sue-Marie Rendall, Tom Reich, Axel Schmetzke, Sybil Strupp, Heather Tetzlaff, Lin Vogel, Sara Weisensel.**

S.W.O.T. Analysis

<p style="text-align: center;">STRENGTHS (Internal)</p> <ul style="list-style-type: none"> • Public service orientation • Partnerships with UW system and public library • Well-qualified, team-oriented and dedicated staff • Responsive and on-site information technology support 	<p style="text-align: center;">WEAKNESSES (Internal)</p> <ul style="list-style-type: none"> • Impact of budget on staff, facilities, collections and equipment • Lack of consistent short and long range planning • Lack of systematic approach to assessment of services, collections and facilities • Inconsistent communication among library units • Reactive and inconsistent approach to marketing library services
<p style="text-align: center;">OPPORTUNITIES (External)</p> <ul style="list-style-type: none"> • New staffing with workflow evaluations and reconfigurations • Outreach/marketing • Opportunities for innovations and creativity in learning, teaching, collections, services, spaces, technologies, sustainability • External and internal collaborations – UW Libraries, campus, system • Strategic planning 	<p style="text-align: center;">THREATS (External)</p> <ul style="list-style-type: none"> • Budget cuts/ economic uncertainties • Retirements – loss of experience, knowledge and potential loss of further positions • Changing perception of students and other users concerning value of the Library • Continuing and growing technology needs, difficult to support with stagnant resources



University Library
University of Wisconsin-Stevens Point