

# SWOT Analysis

## STRENGTHS

- What is working well?
- What is making a difference?
- What value do we bring to our customers?

## WEAKNESSES

- What is not making a difference?
- What do we need to improve?
- What do our customers dislike?
- What is not working optimal?

## OPPORTUNITIES

- What needs to be improved or changed?
- What should we stop doing?
- What should we start doing?
- What is missing that we need to be doing?

## THREATS

- Customer trends? Tech trends?
- Economic trends
- Financial threats

# SWOT Analysis

## OPPORTUNITIES

- Relationships
- Small rural areas know the players
- Expertise
- Marketing
- Emphasis on Career Pathways for youth/entrepreneur
- Using organization to meet the needs of those we serve
- Telecommuting opportunities
- Trailing spouse
- There are a lot of us
- Coordination with SBDCs
- Partnerships with Higher Ed, Elected Officials and Private Sector
- Regional Collaboration
- Enhanced broadband
- Lower property taxes
- New business development

### Opportunities:

1. Small rural areas know the players so are able to partner and get results
- 2.

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## WEAKNESSES

- Great ideas, but need updates & more frequent meetings to help keep us on track
- Process of how things are created and implemented
- Educate on what we do
- Increase visibility
- Include more small business
- Dispersed – time gap between meetings really challenges momentum
- Recruiting and retaining private sector around the table
- Need more involvement in outlining communities
- Lack of community knowledge to utilize the WFC's
- Size of community inhibits ability to qualify for large grants
- Large geographical areas relying heavily on tourism and natural resources extraction to drive the community; resulting in different goals, missions and needs

### Weakness:

1. Need more business @ the table
2. Need more involvement in outlining communities (San Juan & Dolores Counties)
3. Need a WIB dashboard
4. Lack of community knowledge to utilize the WFCs
5. Size of community inhibits our ability to qualify for many large grants

# SWOT Analysis

## STRENGTHS

- Local Board identifies local area workforce gaps
- Local board identifies local area education/skills gaps
- Strong LOCAL partnerships
- Members are CREATIVE
- Members COLLABORATE well
- DIVERSITY of membership
- Strong leadership, both public and private sector representation
- Willingness to step up and provide services

### Strengths:

1. Local Board identifies local area workforce gaps
2. Local Board identifies local area education/skills gaps
3. Strong local partnerships
4. Members are creative
5. Members collaborate well

# SWOT Analysis

## THREATS

- Lack of funding
- Regulations
- Bureaucracy
- Reduced allocations
- Are we relevant?
- Do we bring value?
- Changes in law
- Turnover of members
- Fragile economy, federal funding; new federal and state legislation
- Changing Demographics/Seasonal Employment

### Threats:

1. Lack of money
2. Regulations