

# SWOT Analysis

## WHAT IS A SWOT ANALYSIS?

A tool for organizing data to help with identifying an organization's strengths, weaknesses, opportunities and threats

### Strengths

- What does the organization do well?
- A controllable element about the organization that creates an advantage (i.e. graduation rate)

### Weaknesses

- What do we consider to be weaknesses?
- What do we seem to have a hard time doing well?
- A controllable element about the organization that serves an opportunity for improvement (i.e. achievement gaps on SOL's, disproportionality in suspensions, etc.)

### Opportunities

- Where could we change a weakness into a strength?
- What opportunities for improvement exist?
- Conditions external to the organization that represents possibilities, innovations, positive direction for an organization to achieve its goals based on actions it takes (i.e. increased revenues, grants, research, etc.)

### Threats

- Who or what threatens us most?
- What external challenges are coming that we must respond to?
- A situation external to the organization that would leave an organization in a less favorable position or hurt its ability to operate effectively (i.e. economic downturn, a regulatory environment that requires expensive investments (fiscal & human resources) in a particular area that necessitates allocating resources from other areas.

## PURPOSE:

To help in the process of identifying key priority areas and strategic areas of focus in the Strategic Plan

## DIRECTIONS

- Review the data sources and complete the chart on the next page in bullet point format -
  - See [VIDEO](#) or [Google Doc](#) for more detailed guidance
- **Highlight** the top 3-4 in each category. (For example, of the strengths you listed what do you believe are APS's top 3-4 strengths)

<b>Internal Origin</b> (Within the Organizations control)	<b>Strengths</b> (Capitalize on)	<b>Weaknesses</b> (Shore Up)
	<i>Ex. APS has a 95% graduation rate</i>	<i>Ex. Black, Hispanic, English Learners and Students with Disabilities are over-represented in suspensions</i>
<b>External Origin</b> (Outside the Organizations direct control)	<b>Opportunities</b> (Invest)	<b>Threats</b> (Identify)
	<i>Ex. VDOE Social Emotional Learning Guidance Standards (2021)</i>	<i>Ex. Teacher shortages</i>
<b>Source:</b> <a href="#">External Scan</a>		