The SWOT Analysis of
Library & Learning Services
Conducted Spring 2018

**Strengths**
- Knowledgeable, adaptable, hardworking and caring employees including students workers and peer tutors.
- Innovative, student focused and willing to try new ideas.
- Data driven decision making and critical thinking are exhibited throughout.
- Well located, modern facility.
- Collaborations with campus, community, other libraries, and partners.

**Weaknesses**
- Challenges with funding especially with having enough resources to help students as programs expand.
- Staff capacity issues leading to overwork and burn out.
- Obsolete technology.
- Communication and awareness about services and resources.
- Lack of additional revenue sources.
- Assessment plan development.

**Opportunities**
- New designation as PTRC.
- New research class focused on grad students/capstone classes.
- Seamless integration across division to better serve students as one place to get help.
- Opportunity to expand services and resources as campus grows (OER, Scholarly Repository, Digital Collections, expanded online tutoring, remote services, etc.).

**Threats**
- Inadequate funding.
- Lack of visibility leading to lack of support.
- Growing faster than we have funding or personnel to keep up with.
- Constantly increasing journal/database costs.
- Others teaching information literacy but without our expertise or input = students do not get the best instruction possible or possibly even incorrect guidance.