



Dixie State University
Library & Learning Services

SWOT Analysis

2019

Strengths

- Knowledgeable, adaptable, and hardworking team.
- Innovative and student-focused programs & services.
- Well-located, modern, and heavily used facility.
- Many positive collaborations across campus and in the community.
- Culture of critical thinking and data-driven decision making.

Weaknesses

- Funding challenges limit resources and services provided.
- Staff capacity issues leading to overwork and burnout. Consistently understaffed.
- Marketing and promotion of what we contribute to student learning.
- Fundraising and grants.

Opportunities

- Designation as PTRC.
- Expanded partnerships and presence on campus and in community.
- Creation of Friends group.
- New LLS course offerings and programs.
- Assessment activities to demonstrate impact.
- Involvement in promising retention initiatives such as SI and OER.

Threats

- Sustainability of initiatives due to lack of funding.
- Crippling inflationary increases of journals/databases.
- Dependence on UALC (legislatively) funded resources.