

**GLASS SWOT Analysis**

Group \_\_\_\_\_ GLASS Planning Team \_\_\_\_\_

Date \_\_\_\_ 9/30/09 \_\_\_\_

STRENGTHS	WEAKNESSES	OPPORTUNITIES	THREATS
Dedicated SRL staff (knowledgeable, know users individually, make home visits in some cases)	Reporting capabilities in KLAS—don't take advantage of	Aging population more tech-savvy	Funding, economy
KLAS	Combined Regional and Atlanta SRL	Immediate downloads with BARD	Preconceived ideas of public library directors based on existing system
Digital books	Murphy Avenue	Marketing & partnerships	Change is hard for people
JAWS availability statewide	No promotion or support of services by other libraries in the state besides SRLs	Open source software	Perception by consumers that they will be losing something
Staff at Regional (knowledge of machines & products, personal use of services, understanding and commitment, reorganization of responsibilities)	No marketing	Multi-state partnerships for service provision	Resistance to GPLS, feeling that local control is being lost
CVI interns and students	No partnerships with other agencies (Ga. Rehab Association e.g.)	Pilots—AMLAS, LaFayette/Rome, CLASS	Technology moving so fast—how to keep up?
Relationship with GCB & NFB Ga.	Staff focused on mail distribution, no time for other things, can't assure quality control of materials	Technology—raise general awareness and awareness of ADA compliance	
	Not enough Regional visits to SRLs	Zero-based planning process	
	Lack of attendance by SRL staff at national conferences, state meetings	Give Stella and the regional a basis for statewide service	
	Number of items SRL is required to keep; attachment to these to keep circ stats up	Move from Murphy Avenue (Fort McPherson, other state-owned property)	
	Patrons have limited technology skills		
	No training statewide for library staff		