

SWOT ANALYSIS:
SAPL Board Meeting Work Session
February 23, 2011

Strengths

- Branch distribution
- Staff
- Stakeholders
- Community support
- Reputation
- Mayor identifying education as a key focus area
- Supportive board
- Holdings
- Intellectual capacity of employees
- Customer service focus
- Leadership/unity of purpose
- Innovation and programs
- Historical archives

Weaknesses

- Underserved areas
- Uneven success
- Money
- Marketing

Opportunities

- Contributing to language skills as workforce initiative
- Workforce development initiative
- Early childhood education



Threats

- Being irrelevant
- Internet/the attitude that the Internet is a threat
- Kindle and e-readers
- Lack of visibility/familiarity
- No family experience or attachment to the library
- Universities in San Antonio (academic libraries)
- Private bookstores
- Economics, budget, funding
- Lack of services, especially in certain areas
- Bricks and mortar, how to serve populations without it
- Other forms of entertainment: television, video games, etc.
- Aliteracy
- Status quo: "I'm not using it now, why should I use it in the future?"
- Resistance to change
- Quality of information / information overload
- Google, free books online, digital media
- Digitization and privatization of knowledge
- Reaching out to people who speak different languages

