

SWOT ANALYSIS

Helpful

Harmful

Internal

STRENGTHS

Attributes of the organization that help achieve the mission

WEAKNESSES

Attributes of the organization that stop achievement of the mission

External

OPPORTUNITIES

External conditions that help achieve the mission

THREATS

External conditions that could damage the mission

What will we do with the information we gather?



SWOT ANALYSIS

STRENGTHS

What do we do better than others?

What unique capabilities and resources do we possess?

What do others perceive our strengths to be?

What are we best at?

SWOT Analysis

Strengths

Rich History
Strong Reputation – Accredited
Skilled Staff – Professional – versatile
Knowledgeable regarding disabilities –
Certifications - Specialty areas
Outside Presentations
Leaders in the field
Relationship with Foundation
Better growth opportunities for the staff
Collaboration (staff, park districts, other agencies serving individuals with a disability)
Programming with transportation/accessibility
Choice/Variety of recreation opportunities
Board involvement
Leader in inclusion services
Behavior management team
Customer Service
Planning
Fiscally sound
Relationship with our park districts
Staff longevity
Parent support / booster club
Brand / label is recognizable
Paralympics / Paralympic Clubs
LED program
Inclusion
Pursuit Accommodating to individuals

Foundation – SLSF!
Communication
Thinking outside the box
Availability
Teamwork / caring for each other
Provide opportunities for continuing ed.
Professional networking
Exceeding expectations
Empathy of staff
Above and beyond with communications
Opportunity for advancement
Attention to safety
Internal relationships
Provide most value even with budget restrictions
Create & develop, keeps staff up to date
Always thinking ahead
Adaptable
Flexible
Taking advantage of opportunities
(investigate, research, sustainable)
Commitment of Staff and Board
Innovation
Resources of 17 agencies
Provided case for serving people with a disability



SWOT ANALYSIS

WEAKNESSES

What do similar agencies do better than us?

What can we improve given the current situation?

What do others perceive as our weaknesses?

SWOT Analysis

Weaknesses

Staff turnover
Internal communication
Not modern database
Gaps in knowledge
Resistance to change
Staff longevity
Work Load vs. staff needs
Redundant job duties
Retention of PT staff
Large Service Area
Families wanting more services
Outreach to different demographics
Communication & follow through
Spread ourselves too thin
Change is good but might be hard to communicate with staff & for people to keep up

Equal opportunities to outliers
Outreach - trying to get our message out to everyone
Sensory room
Resources need to uphold vast amount of programs and services provided
More budget for individual programs
Full time staff spread thin
Sometimes we grow too fast (can't keep up)
More program space – own facility....
Program development staff involvement
Reaching teens and HS groups
Terminology – Letter
Staff diversity (diversity as a whole)
Training for diversity
Trying to be all things to all people
Growing too fast – quality suffers
Needs vs. Resources how do we strike a balance



SWOT ANALYSIS

OPPORTUNITIES

What trends or conditions may positively impact the Association?

What opportunities are available to the Association?

SWOT Analysis

Opportunities

PURSUIT Success
Staff Turnover (new fresh ideas)
Collaborations
Untapped disability demographics
Relationships with outside vendors, districts, agencies
Snoezelen Room
Early Childhood Programming
Member district relationships
Outreach committee
Mentoring opportunities
Behavior Team
Reverse inclusion in PD programs
Partnerships
To get different certifications
Set standards for programs – staff & lesson plans
Reach people not seeing
Advances in technology
New Lightning athletics/sports
Tennis and equestrian
Connecting with schools
Changing mentality of rec. and leisure
Neighboring SRA's
Attract massive amounts of staff
High School work programs
Benefits of outreach opportunities
Private partnership opportunities

Universities, Colleges, high school recruitment of volunteers and PT staff
SLSF – Always!
Memberships
Retirements
Succession planning
Job Description revamp
Redefine with legislators
Scholarships
Higher incidents of Autism in community
Focus on diversity
Focus on underserved areas
Expos / Marketing opportunities
Media focus on people with disabilities
Recruitment / Development
New facilities in PD – get more new programs
Transportation / Vehicles
Adult Day program
Fitness program collaborations
Outreach to younger population to introduce to the field
Success of Pursuit – opportunity to grow and expand
Use what we know to help legislators understand what we do
Partnership opportunities



SWOT ANALYSIS

THREATS

What trends or conditions may negatively impact you?

What are similar agency's doing that may impact you?

Do we have solid financial support?

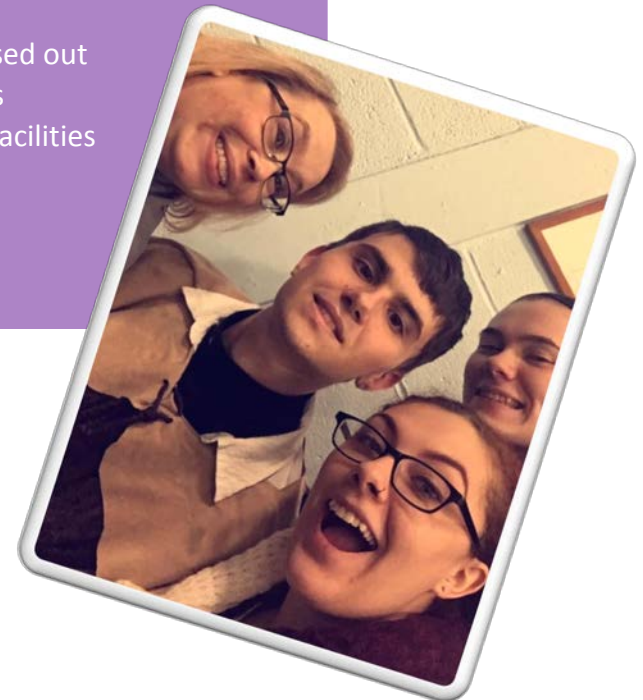
What impact do our weaknesses have on the threats to us?

SWOT Analysis

Threats

Tax freezes on partner districts
40 hour work weeks
ACA
EVA Changes
Minimum wage increase
State of Illinois economic situation
Teachers as staff
Other smaller facilities opening doing the same thing as NWSRA (private)
Unbudgeted expenses
Lack of Part-time staff
New legislation
Bring in demographics even when doing promotions
Increase in disabled individuals
People living longer

No state budget impact on families
Increased scholarship requests
Participants going elsewhere
Potential for medical staff
Money (EAV's falling)
IMRF
New labor laws
Lack of facility space
Staff competition (why work for us?)
Mental health growing not having background to support their needs
Materials to schools not passed out
Weather effects on programs
Space limitations at current facilities



Survey

Review Internal and External Stakeholders



Survey Results:

- 230 Respondents
- 61% Board, Staff, Volunteers & Partners
- 39% Participant/Parent

Survey

With the Mission in mind, please rate your agreement with the following statements:

- ▶ The mission clearly defines the purpose of NWSRA **99%**
- ▶ The mission of the Association is realistic **99%**
- ▶ The programs of the Association are consistent with the Mission Statement **96%**
- ▶ The Association's planning and budgetary priorities are supportive of the mission
(don't know: 24%) **68%**
- ▶ The Association's actions and decisions demonstrate an understanding that the association service the 17 area park districts **87%** *(don't know 18%)*
- ▶ The Association engages the participants and responds to their needs accordingly **94%**
- ▶ In relationship to the planning process for the 2017-2021 Strategic Plan, I believe the missions is still relevant to the Association **91%**

Survey

Based on the Vision Statement as created in 2010, rate your level of agreement

- ▶ Communicates the direction of the organization 89%
- ▶ Helps make day-to-day operating decisions 75%
- ▶ Keeps the Association focused 83%
- ▶ Motivates employees 74%
- ▶ In relationship to the planning process for the 2017-2021 Strategic Plan, I believe that this vision statement is still relevant to the Association. 87%



Survey

Based on the Values, as identified in the Strategic Plan, rate your level of agreement that this is the culture of NWSRA

- ▶ Respect for each individual 96%
- ▶ Dedication to safe and fun programs 95%
- ▶ Collaboration for community access 87%
- ▶ Commitment to enthusiastic service 94%
- ▶ These values represent the current culture of the association 94%

