

## Assignment #1: Taylor Memorial Library SWOT Analysis

### Timeline:

- 8/31- Librarian in classroom, assignment introduced, students schedule Library Interview
- 9/3- 9/26- Library Interviews and Formative Reviews/Reference help available
- 9/28- Assignment Due

### Assignment Description:

A SWOT analysis is a strategic planning framework and technique used to evaluate an organization's competitive position by identifying its strengths, weaknesses, opportunities and threats. Strengths and weaknesses are internal factors while opportunities and threats are external factors. A strength is a positive internal factor. A weakness is a negative internal factor. An opportunity is a positive external factor. A threat is a negative external factor. Because this particular method of analysis quickly identifies extraneous factors outside the control of a company that may have a large impact on the the business and productivity, it can be an effective method to turn weaknesses into strengths, and threats into opportunities. A successful and effective SWOT will give managers and supervisors options for matching internal strengths with external opportunities. The outcome should be an increase in value of service for customers.

Your job is to perform a SWOT analysis on Taylor Memorial Library located on the Hackettstown Campus. You will be required to meet and discuss with a library representative as part of the assignment. Library interview dates and times will be scheduled on the first day of class, August 31, 2018. If you have trouble scheduling an interview, please contact Sara Purifoy at [sara.purifoy@centenaryuniversity.edu](mailto:sara.purifoy@centenaryuniversity.edu). Students are encouraged to investigate how analyses are typically conducted in library settings.

A successful analysis will contain the following elements:

A Company Overview -- A summary containing the most important parts of the company describing the core values, management team, location, mission & vision and direction of the library.

Key Facts

SWOT Analysis -- A detailed examination of each of the four areas and how the library can utilize this information.

Grading: Assignment is worth 25% of overall grade

Library Interview (15 points, 25%)

SWOT Final (35 points, 75%)