

Important Assignment Dates:

Thursday, January 16, 2020	Library Instruction SWOT Assignment Introduced Students Schedule Library Interview
Thursday, January 30, 2020	Three source Bibliography due
Tuesday, February 4, 2020	Bibliographies returned with notes
Tuesday, January 21 – Tuesday, February 11, 2020	Librarian Interviews Additional Reference and Instruction help available at student request
Thursday, February 13, 2020	Assignment Due: hard copy to Professor Lewthwaite, email copy to sara.purifoy@centenaryuniversity.edu

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.

You will be working in teams of four or five for this assignment. Your team's job is to perform a SWOT analysis on Taylor Memorial Library – a non-profit organization – 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 January 16, 2020. If you have trouble scheduling an interview, please contact Sara Purifoy at sara.purifoy@centenaryuniversity.edu.

A successful analysis will contain the following elements:

- **Cover Page:** Include team member names, title, date, & Professor/Librarian names [1 page]
- **Table of Contents:** List contents by page number [1 page]
- **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. [1/2 page]
- **Key Company Facts:** Include address, number of employees, managerial hierarchy, phone, email, and social media [1/2 page]
- **SWOT Analysis:** Begin analysis with the traditional four quadrant chart followed by a detailed examination of each of the four criteria areas. Discuss how the library can avoid external threats, turn its weaknesses into strengths and how to match strengths with external opportunities to improve service. [4-5 pages]
- **In-text Citations:** Use APA parenthetical citations (author, date, page number)
- **Bibliography:** At least three scholarly sources required, five are encouraged. [1 page]

Students are encouraged to investigate information services industry trends, the library science field, and how analyses are typically conducted in non-profit settings. It will be useful to research how libraries operate as a business and to read SWOT Analyses of other libraries, non-profit organizations, and related businesses.

***For research help & more information, see assignment rubrics and/or your Library Course Guide**