



2016 SWOT Analysis

A SWOT Analysis is a quick way of examining your organization by looking at the strengths and weaknesses in relation to the opportunities and threats. By creating a SWOT Analysis, you can see all the important factors affecting the department together in one place.

Strengths	Weaknesses
<p>Workforce Staff – knowledge, skills, abilities Building data collection Willingness to identify quality improvement and improve services Motivation to succeed Full-time Health Commissioner Resourcefulness (ability to do a lot with a little) Expanding IT utilization Great customer service Support for continuing education Facilities – location in Uptown Increasing social media presence Growing Board of Health cohesion Community involvement Co-worker teamwork Presence within the school system Monthly staff meetings</p>	<p>Small staff Building Challenges Facilities – ADA compliance, “clinic,” parking, proper storage, security Resources are stretched thin Past Human Resources practices and policies Policy & procedure development (lack thereof/slow process) Salaries- not competitive Lack of employee reward program/ recognition program Lack of application of business principles Budgeting process Increased staff burnout No true clinic space Knowledge loss Staff turnover (nursing division) Communicating expectations of HD & school relating to school nursing Staff coverage</p>
Opportunities	Threats (Challenges)
<p>Potential fee for services/ fee increases/ increasing billing Students and Interns Pursue PHAB Accreditation Strengthen relationships with colleges/ universities Pursuing new funding opportunities (New grants) New direction New partnerships Increasing/ maintaining partnerships Explore/ develop potential partnerships with other local health departments Collaboration – CCHP, HMG Explore/ develop potential partnerships with private, non-profit, and other governmental organizations Expand/improve relationships with City employees Facilities renovation Community involvement Health education, strategies aimed @ priority health issues Increase use of data Build CMH program Cross-train on basics Expansion of services (CLIA license-testing, height/weight/BP, glucose)</p>	<p>Mandatory accreditation Competing priorities Reimbursement system for ODH grants Rising budget Outbreaks/ Communicable diseases Competing services Competitors – Avita, CCPH, private pharmacies Stakeholder perceptions Difficult relationship with CCPH Anti-vaccination trends Political pressure/negative political view of the role of food safety program Public doesn’t know what we do Many organizations pursuing the same funding sources for similar goals Unfunded mandates Compliance with mandates will be challenging without increased staffing/ increased funding Economic pressures – rising costs Loss of emergency preparedness revenue Overzealous food survey methodology Merger, regionalization</p>