

SWOT ANALYSIS

The following lists are strengths, weaknesses, threats and opportunities contributed by librarians during “Measuring Your Impact...” classes. Obviously you will see your own library in some of these, others may not apply to your library at all, and hopefully these will provide a starting point for you to do your own SWOT Analysis. Remember, don’t do this alone. You already have the benefit of a brainstorming session with your colleagues. Now, bring together staff and others who know your library and get started!

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| <p style="text-align: center;"><u>STRENGTHS: (Internal)</u></p> <p>Collection Knowledgeable staff Library as place Library as a pivotal point in the institution Quiet place to work More bang for the information buck Efficient searching; cost-effective searching Well organized information Quality information New technologies Outstanding customer service Responds to customer (the organization’s staff) needs Knowledge and understanding of information organization and structure Service-oriented staff Networking librarians</p> | <p style="text-align: center;"><u>WEAKNESSES: (Internal)</u></p> <p>Perceived gaps in the collection Less \$\$\$ all the time Library is in a bad or not easily-accessed location Librarian gets in a rut Position in the organizational chart not good; reports to the wrong supervisor Librarian need to learn a new language – business-speak Librarian doesn’t investigate customers’ needs Awareness of the library and what we do, among the organization’s staff Librarian makes assumptions Librarian focuses on the wrong problems</p> |
| <p style="text-align: center;"><u>THREATS: (External)</u></p> <p>The Internet “has all the information for free” The Internet is more convenient; don’t have to go to the library The Internet is more fun End-user searches Publication costs and increases Free-standing surgicenters and specialty clinics Perception of the library as a “monetary black hole” The library needs an identity; needs branding Hot buttons, e.g., current political situation, disaster management Library staffing levels \$\$ not coming into hospital; low reimbursement; low patient census Administrations’ lack of understanding of the library Administration has different priorities Information access and decision-making Standardization Enmeshment</p> | <p style="text-align: center;"><u>OPPORTUNITIES: (External)</u></p> <p>Magnet status (in nursing) of hospital Clinical librarianship; rounding; informationist Electric medical records Digitization Information orders (electronic LATCH) Weekend/evening access; after-hours service Network access; wireless Newsletter articles; editing Open access movement Internet availability Teaching classes; CME and CNE credits What do clients want? Library web site Self-service Desktop delivery of articles Any time, any place library Table of contents via email Cooperative purchasing Market research Patient education partner Consumer health library Teaching consumer health information access in the community for the organization</p> |

GOALS OF ORGANIZATION AND LIBRARY SERVICES

What the library and librarian do to support and further the mission and goals of the organizations they serve.

These are ideas contributed by librarians during “Measuring Your Impact...”classes. Obviously you will see your own library in some of these, others may not apply to your library at all, and hopefully these will provide a starting point for you to identify how your own activities support your organization’s goals.

Organizational Goal: Reduce risk:

Copyright management
Part of HazMat team
Patient safety committee
Quality management
Participation on cross-functional teams
Evidence for clinical pathways
Evaluation/change treatment procedures

Organizational Goal: Educate staff and patients:

Provide educational resources
Teach
Media services
Web pages
Newsletters
Information for health educators and nurses
Student support:

- BSN programs provided by the institution to develop new nurses (this is a long-term investment for the institution)
- Residency programs
- Staff who are students in all health professional areas
- Students working with preceptors within the organization

Grand rounds

Organizational goal: Provide excellent clinical care:

Searches
Clinical pathways
Current awareness
Clinical information
Select and manage clinical resources
Hazmat team support
Electronic resources

Organizational goal: Increase profitability:

Book ordering for the institution
EFTS – lower the cost of writing checks
Free Share ILL
Practice improvement
Sell services to outside clients
Get outside funding support (NN/LM, NLM, others)
Efficiencies – see other categories