

SWOT Analysis Worksheet
Preliminary Input for the Open Government Stakeholder Feedback Meeting
December 6, 2011

On November 15, 2011, the U.S. Nuclear Regulatory Commission (NRC) posted a SWOT Analysis Worksheet to help you identify the strengths, weaknesses, opportunities, and threats (SWOT) in our existing Open Government program. The purpose of this worksheet was to help you prepare for the Webinar that our Open Government Advisory Council will host on December 6, 2011, and to gather your thoughts about what activities we should include in the next revision of our Open Government Plan in April 2012. In addition, the worksheets were designed to help you share your thoughts on the drivers associated with the three elements of Open Government — transparency, public participation, and collaboration.

The following pages provide the feedback and comments we've received so far from selected blog posts and the strategic planning stakeholders' meeting that we held earlier this year. Comments associated with specific blog posts are indicated as follows:

- (1) Free Donuts — NOT: Participate in Our Stakeholder Feedback Meeting ([11/18/2011](#))
- (2) Streamlining Service Delivery and Improving Customer Service ([10/21/2011](#))
- (3) An Open Forum Now Available ([11/20/2011](#))
- (4) The NRC Joins YouTube ([09/08/2011](#))
- (5) Resolving Disputes the NRC Way ([10/17/2011](#))
- (6) Taking Out the "Gov Speak" ([11/02/2011](#))

Comments identified with a (7) were received from our strategic planning stakeholders' meeting.

Transparency

[Transparency](#) promotes accountability by providing the public with information about the NRC’s activities. More specifically, this means that the public and other stakeholders must have timely access to clear and understandable information about the NRC’s role, processes, activities, and decision-making.

Examples of things the NRC does to increase transparency:

- Increase the use of [Plain Writing](#) in agency documents and Web content.
- Publish high-value datasets through [Data.gov](#).
- Make improvements to the [NRC’s public Web site](#) and the Agencywide Documents Access and Management System ([ADAMS](#)).

	Strengths	Weaknesses
<p>Drivers internal to NRC’s Open Government Program</p>	<p>Live feeds of meetings and blog casts are always helpful especially since more people have smartphones. (1)</p> <p>Hey! Do you use Twitter? I’d like to follow you if that would be okay. I’m definitely enjoying your blog and look forward to new updates. (3)</p> <p>It seems that YouTube is becoming a part of just about every area of social networking, training, and education. Good to see NRC on board. (4)</p> <p>Bravo! Now if we could only apply this [plain language] to Congressional legislation. On the other hand, lawyers and politicians have long used complex language to mask the truth meaning of government rules and laws to the average person. What will happen when the average person can make sense of these things? (6)</p> <p>Web site, document tracking, transparency, PDR (7)</p>	<p>It is hard to find the NRC staff phone directory from the NRC web home page. I had to do a search on “phone directory” rather than drill down from the home page. (1)</p> <p>I agree. I can’t even find it [phone directory]. (1)</p> <p>In an effort to submit a data set as NRC suggested, my efforts encountered a requirement to establish a Socrata account Thanks for your thick transparency. (1)</p> <p>Better transparency on when an issue was resolved and closed. Get back to applicant regarding RAI resolution (7)</p> <p>Improvement in communications technology including in regulation (7)</p>

Drivers external to NRC's Open Government Program	Opportunities	Threats/Challenges
	<p>Live chat beats calling customer service hands-down, you will be doing a better job in serving customers by supporting "live-chat". (2)</p> <p>Create internal/external FAQ and make it search friendly. [think Google] (2)</p> <p>Tools to solicit feedback – there are actually a ton of tools here from Foresee Results surveys to RightNow to ideation sites like UserVoice, IdeaScale, Get Satisfaction. Key is to embed the solicitation in the experience of the citizen (for example, right after a transaction....without proper promotion these feedback solutions usually fail) (2)</p> <p>I applaud the NRC for at least initiating this kind of an open discussion [the blog]. It should however be more public, and it's too bad such discourse wasn't available during the time when all these plants were set up in the first place. (3)</p> <p>Educating stakeholders on complex issues needs additional focus. (7)</p>	<p>Balance between openness and security threats. Identification of need to know (7)</p> <p>Balance between transparency and public confidence. (7)</p> <p>Frustrated in recent submission of License amendment; received mixed guidance, found errors in application form; no place to turn. (2)</p>

Participation

[Participation](#) enables members of the public to contribute ideas and expertise so that the NRC can make regulatory decisions with the benefit of information from a wide range of stakeholders. These stakeholders must have a reasonable opportunity to participate meaningfully in the NRC's regulatory processes.

Examples of things the NRC does to enhance participation:

- Enable more participation from remote locations by increasing the number of [Live NRC Meeting Webcasts](#).
- Use trained facilitators to conduct [Public Meetings](#).
- Increase use of social media such as the [NRC Blog](#) and [Twitter feed](#).

Drivers internal to NRC's Open Government Program	Strengths	Weaknesses
	<p>Open communication with licensees (7)</p> <p>Transparent processes (public meetings, notification, e-distribution) (7)</p>	
Drivers external to NRC's Open Government Program	Opportunities	Threats/Challenges
	<p>In short, a contact center is a great focal point for streamlining and improving service. Pay attention to the People, Process and Procedures and driving the Technology and you will see success. (2)</p>	

Collaboration

[Collaboration](#) improves the effectiveness of government by encouraging partnerships and cooperation across Federal, State, local, and tribal governments and with international regulatory authorities.

Examples of things the NRC does to enhance collaboration:

- Make material license data available for use by State and Federal agencies for license verification, and share technology for materials licensing with the Agreement States.
- Participate in the [Integrated Regulatory Review Service Mission](#), sponsored by the International Atomic Energy Agency, which includes peer reviews of the nuclear regulatory policies and practices of participating countries.

	Strengths	Weaknesses
Drivers internal to NRC's Open Government Program	<p>NRC is clearly the leader of the regulators, technical competence, openness. But leadership should not preclude learning from others. Lack of desire to learn from others is a weakness. (7)</p> <p>Helping other countries and the IAEA Secretariat through the U.S. mission and the OIP. (7)</p>	<p>NRC is not involved and active enough in knowledge networks to promote its model for other countries (Latin America, Asia, Africa). For example, the Arab nuclear regulator network was established. NRC did not show enough interest. (7)</p> <p>Would like to have more NRC staff present at IAEA.-(7)</p> <p>Need for more NRC-wide strategic approach to making some international decisions. How to address requests from IAEA, for example. (7)</p>
	Opportunities	Threats/Challenges
Drivers external to NRC's Open Government Program	<p>Closer alignment between Federal, State and local agencies. (7)</p> <p>NRC has large research resources; should share more with others. (7)</p>	<p>Lack of active involvement by NRC in international issues as compared with other US agencies. (7)</p> <p>Continuity of NRC Vienna representative at the mission. (7)</p> <p>NRC has made an investment in providing assistance to, through both the IAEA and the NEA, to emerging nations; NRC needs to keep a coordinated focus on these programs. (7)</p>