

# **Call the S.W.O.T. Team!**

**Setting direction for your organization.**

# What is a SWOT Analysis?

SWOT analysis is a strategic planning technique that helps an organization identify potential areas of focus in goal setting through identifying core...

- Strengths
- Weaknesses
- Opportunities
- Threats

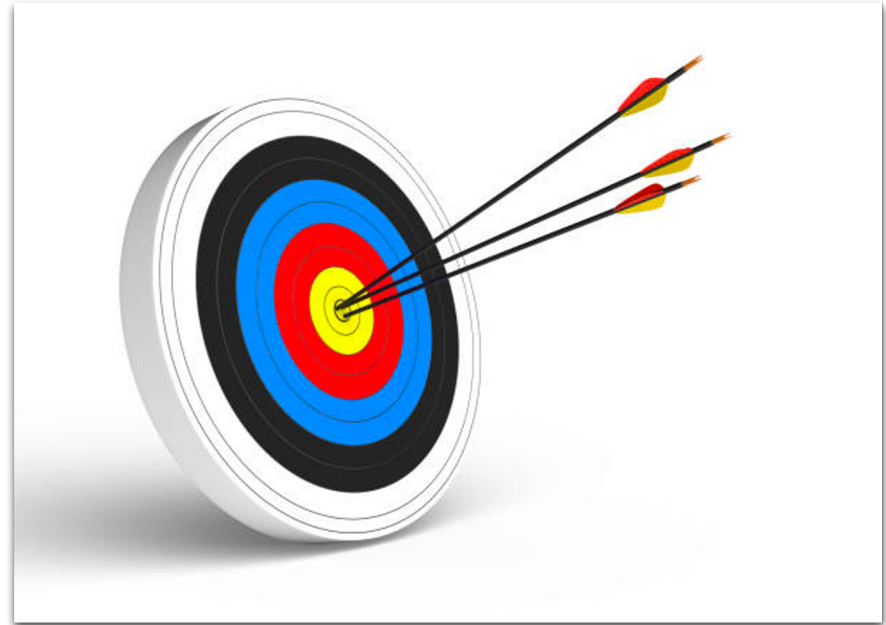


# What is a SWOT Analysis?

The question at hand can be as broad or as specific as you like

- Overall district plan for the coming years
- Addressing the substitute shortage in our community

By starting with a general vision, the process can then help identify what issues should be considered when creating an action plan.



# Practice

Identify a big idea/question you would like to address in your district

- Overall district mission
- Teacher retention
- Parent perceptions of the district
- Student emotional well-being
- Passing a bond
- Etc...





# Strengths

What does your organization excel at and what makes it unique?

- *We have a solid, shared K-12 focus for instruction and coaching*

Write down one or two strengths that your district has, as they relate to the big idea you identified.

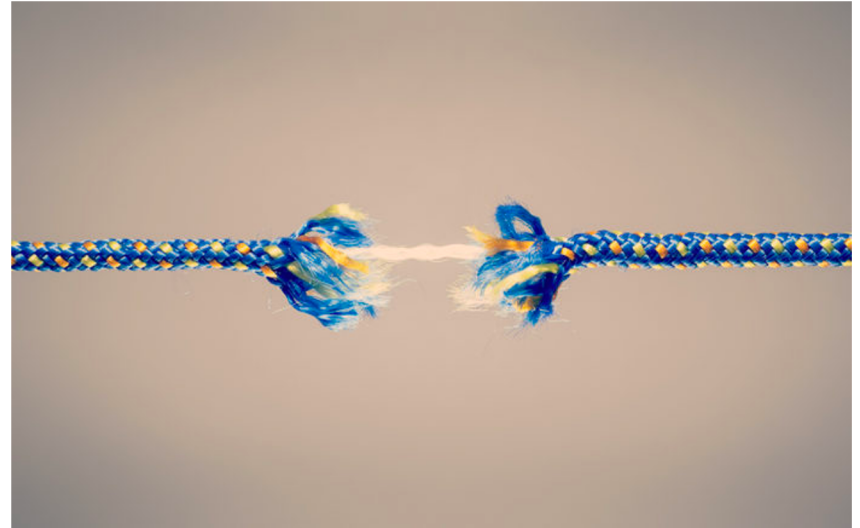


# Weaknesses

What are some internal areas where the organization needs to improve to remain competitive?

- *We need to strengthen the conviction that every child can succeed in school, especially in math*

Write down one or two weaknesses that your district has, as they relate to the big idea you identified.



# Opportunities

What are favorable external factors that could promote your organization's success?

- *We have been allocated additional one-time funds to support training and collaboration time for teachers*

Write down one or two opportunities that your district can capitalize on, as they relate to the big idea you identified.



# Threats

What external factors have the potential to harm your organization?

- *Negative public perceptions of our schools can lead to decreased enrollment and increased teacher turnover*

Write down one or two threats that your district will need to address, as they relate to the big idea you identified.



# LCSD Example

## Participants

- Twelve building-level administrators
- Seven district-level administrators
- Five Board members

The starting point was our district mission: *“Ensure all students leave our schools ready to create a positive future for themselves and their community.”*



## STRENGTHS

- Employees
  - Parent liaisons
  - Opportunities for student involvement
  - Administrators
    - Building principals
  - Teachers
- Community (geographic + feel)
- Small size
- Pride in Logan (School + neighborhood)
- Common K-12 focus
- Flagship Plan
  - Traditions
  - Shared focus + Collaboration between schools/departments
  - Facilities
    - Finances
    - Foundation
  - AP/concurrent opportunities
  - Instructional Coaches
    - Coaching mindset
    - Guaranteed curriculum
    - Personnel Practices/vision
- Teacher Skill + development (PD)
- Student achievement
- Diversity
  - B.Tech + USN partnerships
- PD opportunities
  - Access to technology
- Connections between School/district administration
  - Board support
- District Mission
  - Counseling Staff
  - DLI
  - STEM specialists
  - E2
  - Collaborative Processes
  - Refocus
  - SEL conversations and support
- Public relations/communication

## WEAKNESSES

- SEL Training for teachers
- Student achievement
  - Math
  - Demographic groups
- Trauma informed practices
- Culturally informed practices
- Still building consistency in reliable classroom practices
- Trust levels between teachers + admin
  - Teacher perception that their opinions count
- Literacy support at the secondary level
- Community perception of student opportunities in the district
- Uncelebrated accomplishments
- Teacher retention
- Student retention
- Graduation rate
- BIPOC success
- Diversity of needs
- RTI systems
- Staff doesn't reflect student diversity
- Tools for communicating with all elements of the community
- Shared responsibility for promoting our schools/district
- Visibility of leadership (Board/District) at all schools



## OPPORTUNITIES

- Tutoring Possibilities with LSH

Opportunities to spotlight teachers across the district

\* Do so in monthly faculty mtgs.

- Helping students think about Post-secondary opportunities earlier

Strengthen every employee's belief that every child can succeed in school

- Early Connections with Patrons as they enter our neighborhoods

Additional leadership opportunities/roles for teachers, administrators

- Tools for reaching out to our refugee communities

- Collaborations with LSH + BTech

- Bring elementary students and parents to more events at LHS  
\* Exposure to what is available

- More opportunities for elementary students to interact with MMS and LHS

- Flexible understandings of Parent involvement  
\* Support based on needs

- Marketing Plan → outside resources, students

- Partnerships w/ Logan City

## THREATS

Retention of young teachers

Community diversity

Traditions that no longer align with community needs

Student mental health (Suicide)

Cyber health

Enrollment

Public perception of students, schools

Public perception of community diversity

Cache<sup>SD</sup> recruiting LSD employees

Political decisions

External metrics of what school success looks like

# Priorities and Actions

Strengths	Weaknesses	Opportunities	Threats
Flagship Plan  Common K-12 focus	Student achievement in math	We have resources to strengthen collective teacher efficacy across the district	We can work to improve public perception of our students and schools

## Administration

- Maintain a focus on student achievement through helping administrators preserve their focus on the essential tasks that lead to improved student learning

## Board

- Talk regularly about student achievement in Board meetings: both our actions as a district and their outcomes



# What benefits did we see through following this process?

Shared recognition of the district's strengths.

Creation of a shared perspective of needs to be addressed.

Strengthening of relationships of trust between administrators and board members.

*Board* involvement in identification of themes for improvement, that could then be assigned to the *district administration* for the development of specific action plans.

# Discussion

In small groups...

- What questions do you have about using this structure in your organization?
- What potential benefits do you see from using this structure as part of your conversations?
- What potential challenges do you see from using this structure as part of your conversations?



<b>Strengths</b> Characteristics of a business which give it advantages over its competitors	<b>Weaknesses</b> Characteristics of a business which make it disadvantageous relative to competitors
<b>Opportunities</b> Elements in a company's external environment that allow it to formulate and implement strategies to increase profitability	<b>Threats</b> Elements in the external environment that could endanger the integrity and profitability of the business

There are several versions of SWOT analyses available. The key is to find a variant that helps bring focus and direction to your organization's discussions, and then to move forward with the conversations.



<b>S</b> STRENGTHS	<b>W</b> WEAKNESSES	<b>O</b> OPPORTUNITIES	<b>T</b> THREATS
<ul style="list-style-type: none"> <li>Things your company does well</li> <li>Qualities that separate you from your competitors</li> <li>Internal resources such as skilled, knowledgeable staff</li> <li>Tangible assets such as intellectual property, capital, proprietary technologies etc.</li> </ul>	<ul style="list-style-type: none"> <li>Things your company lacks</li> <li>Things your competitors do better than you</li> <li>Resource limitations</li> <li>Unclear unique selling proposition</li> </ul>	<ul style="list-style-type: none"> <li>Underserved markets for specific products</li> <li>Few competitors in your area</li> <li>Emerging need for your products or services</li> <li>Press/media coverage of your company</li> </ul>	<ul style="list-style-type: none"> <li>Emerging competitors</li> <li>Changing regulatory environment</li> <li>Negative press/media coverage</li> <li>Changing customer attitudes toward your company</li> </ul>

WordStream

# Thank you!

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