Summer Reading 2018-2019 SWOT Analysis

Strengths

- Signups – especially among children
- Logistics went well in 2018 – few complaints about supplies, etc.
- Staff promoting the program: staff attributed 2018 increase in signups to fewer changes allowing them to spend less time in training and more time promoting
- Staff and customer familiarity with the program and Beanstack
- Adults and teens have higher engagement in program rates than children
- Volunteer supervisor training
- System-wide programs
- Increase in new library accounts during SR
- Circulation increasing: primarily due to an increase in digital checkouts

Weaknesses

- Hard to get adults and teens to signup
- Engagement in program (successful in developing interest in program, but need to get more people participating throughout the program)
    - Beanstack indicated that customers who register themselves have much higher participation rates than those who staff register.
- Project team has other responsibilities and it can be hard to juggle all responsibilities
- Supplies: Ran out of fine waivers at some locations
- highest program attendance in the last four years (during Summer Reading) occurred when we had the lowest number of programs offered
- inconsistent program attendance reporting at locations
- Decrease in library visits
- Budget – never enough funding for everything we need

Opportunities

- Large portion of current library customers do not currently participate in SR. We could do more to promote to them
- Some libraries have higher signups, some have higher engagement, etc
- Targeted promotions to increase either engagement or signups based on the location

Threats

- Staff buy-in
- Unexpected issues with logistics – supplies, deliveries, etc
- Too much change makes the program hard to manage and confusing for staff and customers
- Volunteers not engaged or unreliable
- Organization of program is changing since we will be using our own theme in 2019
- Unexpected number of signups and engagement can affect supplies
- Communication: communicating info to staff across Metro is a complex issue for all projects

Strategies

	Opportunities (ext., pos.)	Threats (ext., neg.)
Strengths (int., pos.)	- Best practices on encouraging children and YA engagement in program - promote more to digital users -passive programming -encourage staff to meet goals -develop targeted marketing plan -targeted promoting	-Continue to limit the number of changes to the program so staff can focus on promoting the program, rather than training. -Offer strong training and support to staff -Consider how to increase staff buy-in -Expand on vol. supervisor training
Weaknesses (int., neg.)	-Promote to current library customers, especially adults and teens. At system-level and local level through best practices or encouraging libraries -Best practices for getting out in community -encourage each library to do school visits	-Continue to improve communication and training –Consider drafting best practices for promoting the program (both signups and engagement) -increase quality of programs over quantity -encourage staff to accurately report program attendance