

ACPS Communications SWOT Analysis 9/14/10

STRENGTHS	WEAKNESSES	OPPORTUNITIES	THREATS
• Strong parent support • High performing school division • Innovative • Good media coverage/goodwill • Some tools in place for access to community • Good reputation • Good use of multimedia • Real story to tell • Strong administrative team • Administration members are active communicators	• Change fatigue • Inconsistent building level communication • Inconsistency in delivering overall strategy/key message • Lack of broad community support • Text based • Mandates at all levels • Sidetracked by surprise issues • Amount of work required to communicate story effectively • Attempts to close criticism • Lack of simple/ concise 1 page budget review	• Affluent locality • Business/ community support of schools • Social media • Governor's Education strategy • Strong engagement of parents • Expand direct communication to parents • Increase/improve communication w/ leaders/decision makers • Return on investment message; cost to government services of graduates vs. non-graduates	• Very vocal criticism from parents; single issue focus • Strong tax-cut component in community • Perception of "it's all about \$" • Citizens w/o connection to schools • "What's in it for me" mentality • Reputation as spendthrift • Parents & community feel manipulated by budget process • Staff criticism to public • Disconnect with contemporary school needs • Parent distrust resulting from Board decisions • Public concern with BOS & School Board relations • Negative perception of public education (local, state, federal)