

Communications - Albemarle County Public Schools SWOT Analysis

In keeping with the Division's continuous improvement efforts, we are in the process of evaluating our communications services by engaging in a SWOT analysis with key advisory groups. The results of the SWOT(s) will be used to inform the Division's strategic communications plan. **In thinking about the Division's internal and external communications**, please list one or two observations in each section below.

<u>Strengths</u> • What are our strengths? • What advantages do we have to help us overcome our challenges?	<u>Weaknesses</u> • What are our challenges and areas needing improvement?
<u>Opportunities</u> • Where can we change our challenges into strengths? • What areas for improvement remain unaddressed?	<u>Threats</u> • What are our barriers to progress? • What challenges do we foresee in the future?