

Digital Library SWOT Analysis

This is an example of digital library SWOT analysis.

Objective

Create a multi-institutional repository to support academic programs and faculty researchers as well as expose cultural heritage resources to a global audience.

Strengths <ul style="list-style-type: none">• Rich book, manuscript, photograph, map, and architectural drawing collections• Flatbed scanners• Personnel trained in digitization best practices• Personnel trained in description best practices• Excellent relationship with technical support staff	Weaknesses <ul style="list-style-type: none">• SAN server storage• Not enough metadata entry personnel• New job duties for technical support staff and collection curators
Opportunities <ul style="list-style-type: none">• Collaborations with internal and external partners• New technology• Changing pedagogy with increasing emphasis on using digital primary sources• Student employees• LOCKSS agreements with external partners for digitized cultural heritage assets• Integration of cultural heritage assets in library discovery services and external search engines, such as Google• Web 2.0 marketing strategies	Threats <ul style="list-style-type: none">• Google, Google Books, Google Scholar, and other internet discovery services• Internet Archive and The Gutenberg Project book scanning projects• Web resources• Hiring freeze• Institutional financial support for additional digital imaging equipment