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.

<table>
<thead>
<tr>
<th>Strengths</th>
<th>Weaknesses</th>
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<tbody>
<tr>
<td>• Rich book, manuscript, photograph, map, and architectural drawing collections</td>
<td>• SAN server storage</td>
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<td>• Flatbed scanners</td>
<td>• Not enough metadata entry personnel</td>
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<tr>
<td>• Personnel trained in digitization best practices</td>
<td>• New job duties for technical support staff and collection curators</td>
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<tr>
<td>• Personnel trained in description best practices</td>
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<td>• Excellent relationship with technical support staff</td>
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<table>
<thead>
<tr>
<th>Opportunities</th>
<th>Threats</th>
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<tr>
<td>• Collaborations with internal and external partners</td>
<td>• Google, Google Books, Google Scholar, and other internet discovery services</td>
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<td>• New technology</td>
<td>• Internet Archive and The Gutenberg Project book scanning projects</td>
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<td>• Changing pedagogy with increasing emphasis on using digital primary sources</td>
<td>• Web resources</td>
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<td>• Student employees</td>
<td>• Hiring freeze</td>
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<tr>
<td>• LOCKSS agreements with external partners for digitized cultural heritage assets</td>
<td>• Institutional financial support for additional digital imaging equipment</td>
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<td>• Integration of cultural heritage assets in library discovery services and external search engines, such as Google</td>
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<td>• Web 2.0 marketing strategies</td>
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