# Class Notes
## [ Mphil/Phd Course Work ]

**Course-II: Planning and Management of Libraries and Information Centers**

**Unit-6**

**System and Evaluation: SWOT Analysis**

# Introduction

➢ SWOT is an acronym for Strength, Weakness, Opportunity and Threat. It is a technique used to know the current status of an organization, person or any thing in particular.

➢ SWOT Analysis is a tool used for strategic planning and strategic management in organizations. It can be used effectively to build organizational strategy and competitive strategy. In accordance with the System Approach, organizations are wholes that are in interaction with their environments and consist of various sub-systems. In this sense, an organization exists in two environments, one being in itself and the other being outside. It is a necessity to analyse these environments for strategic management practices. This process of examining the organization and its environment is termed SWOT Analysis. (Gurel 995)

# Brief History

➢ SWOT Analysis emerged in the literature in the 1960's. This is in parallel with the concept of strategy which was used in the field of business management.

➢ Academic studies on SWOT Analysis show that the origin of the SWOT is uncertain. some scholars credit its emergence to Harvard Business School, other scholars attribute to Stanford University.

➢ According to a paper by Albert S. Humphrey who worked for Stanford Research Institute (SRI), a research project was conducted by a research team in SRI from 1960-1970. and SWOT analysis came as the output to find out what had gone wrong with corporate planning and to create a new system for managing change.

# Importance of SWOT Analysis

➢ It is a source of strategic planning in order to deal with possible threats stand in the way of achieving objectives.

➢ It helps in proper utilization of strength, to improve weaknesses, exploit opportunities and reducing threats that increase the chances of an organization to be successful.

➢ It ensures proactivness of an organization.

➢ It helps in better decision-making.

# SWOT Analysis in Library

➢ Library is a service –oriented organization which deals with acquisition, organization, storing and dissemination of information.

➢ SWOT Analysis helps library to identify strengths and weaknesses within itself and to become aware of opportunities and threats existing in the outside environment.

➢ This would lead to the effectiveness and efficiency of library operations and to achieve the primary objective of satisfying the users with consistent and timely access of desired information.

# Contd…

There are some possible strengths, weaknesses, opportunities and threats which could be found in libraries in general.

**Strengths**

a. Hybrid and robust collection of the library (both print and electronic)
b. Advanced hardware and software
c. Knowledge, competencies  and skills of the staff
d. Infrastructure of the library
e. Finance
f. Ethics

# Contd…

**Weaknesses**

a. Inadequacy of fund
b. Lack of qualified, competent and adequate personnel
c. Lack of digital and electronic resources
d. Lack of digital space
e. Lack of communication with management
f. Inadequate and obsolete technologies and infrastructure

# Contd…

**Opportunities**

a. Giving formal training programs and demonstration on how to use selected library software to staff
b. Open access movement
c. Digitization of library collections
d. Building and managing institutional repositories
e. Availability of internet
f. Life long learning

# Contd…

**Threats**

a. Declining literacy level
b. Budget cuts
c. Lack of positive representation in media and public perception
d. Competition from commercial information services
e. Bad attitude of staff
f. Open libraries
g. Inadequate electronic resources
h. High demand for changing needs of users
i. Increase in cost of publications

# Merits of SWOT Analysis

➢ It is a very popular method used by organizations for strategic management and marketing.

➢ It helps organizational managements to uncover opportunities to take advantage.

➢ It helps in understanding weaknesses, threats can be managed and eliminated.

➢ It helps in setting objectives.

➢ It helps in identifying core competencies.

➢ It helps in knowing past, present and future.

# Demerits of SWOT Analysis

➢ Risk of incorrect decisions because of improper data for SWOT analysis.

➢ External analysis may not be exact as they are not in control.

➢ The analysis could be biased.

# Example

**A SWOT Analysis for Social Media in Libraries**

*- by Joe Fernandez*

➢ This article has been written in 2009 and it is about how libraries are moving towards library 2.0 which encourages the use of web 2.0 tools in libraries in order to develop their services and their to expand their reach to users.

➢ Social media is one of those web 2.0 tools. This article is based on some facts gathered from the libraries which have been using social media as means of providing new services.

➢ Some generalized strengths, weaknesses, opportunities and threats have been mentioned based on the facts that my help particular library which is also thinking of adopting social media into their library services.

# Contd…

**The strengths include:-**

i.    Social media sites are usually freely available.

ii.   They are easy to set up and ready to use almost immediately.

iii.  Libraries can reach out to their clientele at large in the shortest time and in the most efficient manner.

# Contd…

iv. Users are able to contribute their own ideas about services and resources for libraries to consider.

v. Social media allow librarians to think outside the box.

vi. Site administrators have some control over the content of their social media.

# Contd…

**The weaknesses include :-**

i. Social media tools have design constraints.

ii. Some social media have limitations on the amount of information you can input.

iii. Libraries may be exposing themselves to criticism.

iv. Some social media require downloading, which can be a problem in some organizations.

# Contd…

**The opportunities include:-**

i.   Social media are excellent opportunities for librarians to market their services and collections to their clientele.

ii.  Such media enable libraries to reach a wide range of their users and to attract new users.

iii. Libraries have the opportunity to hear from their users about the kind of services they want.

# Contd…

**The threats include:-**

i.     Social media may be open to unsavory elements that can sabotage social websites in many ways.

ii.    These sites are usually beyond the control of the librarians who manage them.

iii.  Social media users can easily unsubscribe at the click of a button.

# Conclusion

➢ SWOT analyses is a management technique that helps the library to identify its strengths, weaknesses, opportunities and threats so that it can use the strengths for strategic planning that can further lead to improve the libraries' weaknesses, take the advantage of opportunities and reduce the threats and thus maximize its strengths which are the symbol of its growth.

➢ Also there are different ways to interpret the relation among these four elements (strength, weakness, opportunity and threat). Strength is related to all other three elements because only strengths could be utilized to deal with other three factors.

# Contd…

➢ The weakness can take the form of threat if not taken care of on time. And the threats could be proved as fruitful for library if taken as opportunity. Another important thing related to swot analyses is that strength and weakness are internal factors and so there is more possibility to keep control over them.

➢ But opportunities and threats are external factors that are out of control. Only regular awareness and preplanning could help us to compete with these two factors.

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