

SWOT: Public Information

	Helpful	Harmful
Internal	<ul style="list-style-type: none"> • Basic tools in place with website, newsletter, email management, social media. • Get a lot done with little resources. • We want to help our community and get the word out. • Small community means we should be able to reach people more easily. • We have a Board and General Manager that want strong public outreach and transparency. • Coordination between public information and information technology help to coordinate quantitative data to tell the story and measure results. 	<ul style="list-style-type: none"> • Limited focus on internal communication. • All customer contact points are not coordinated with public information/customer service. • Lack of vision, plan, strategy, or goals related to the role of public information, marketing and transparency. These plans should identify tools, benchmarks and goals to know what we want to measure and improve on. These plans would also tell us where we want to focus our attention in order to reach our various stakeholders. • Role and level of involvement of public information and the marketing of the North Tahoe Event Center and Parks is unclear. This has varied depending on Park Manager and GM. • Advertising/marketing dollars are limited and not effectively planned for Parks and North Tahoe Event Center. • Limited staff time allocated when the only employee in both areas is split between IT and Public Information.
	Strength	Weakness
External	Opportunity	Threat
	<ul style="list-style-type: none"> • Plenty of examples and resources available to set up basic benchmarking and reporting. • Good partnerships are in place with other agencies to help share information and coordinate in emergencies. • Resources in the community to assist with outreach. • Changing technology to make us more efficient and provide a variety of ways to interact with the community. 	<ul style="list-style-type: none"> • Local paper has reduced resources for getting the word out and advertising is expensive with limited ability to track return for public outreach items. • Wide and varied community demographics, including first and second homeowners, require more outreach methods. • Limited information from customers and stakeholders on the best way to reach them. • Branding for the NTEC is confusing due to use of two brands with no guiding document.