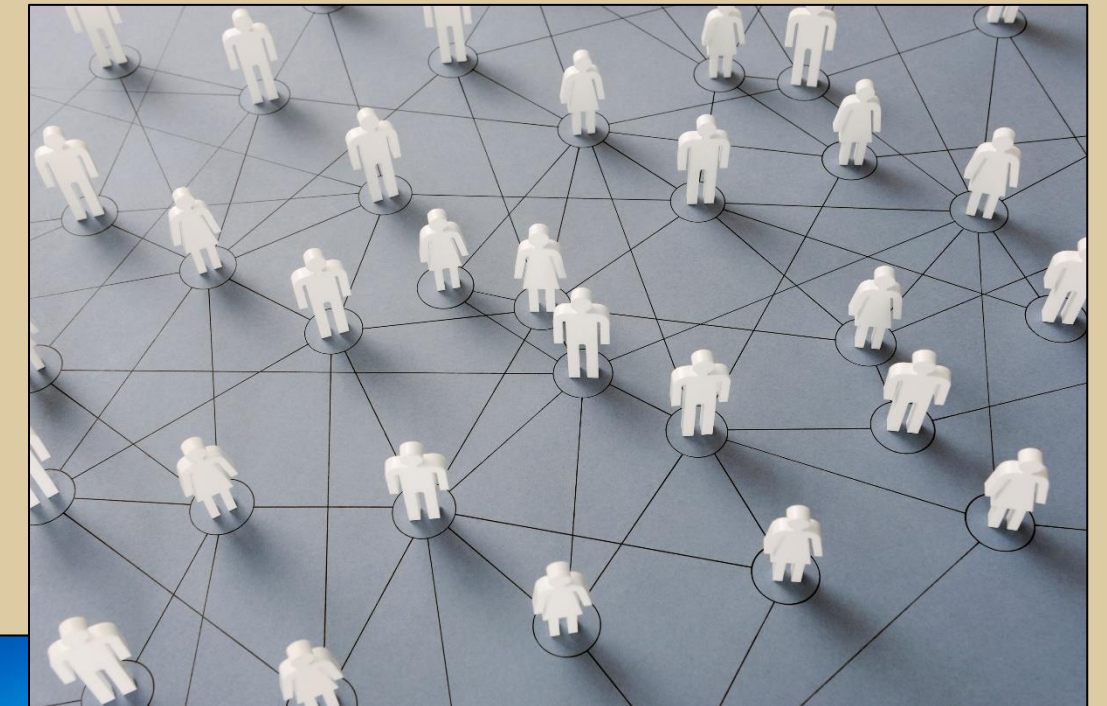# SWOT Analysis Results

Supporting Our Future

Logistical Needs

- Research sustainable sources of funding for RASCL as an organization

- Create a knowledge loss prevention strategy to promote information continuity in the event of turn-over

- RASCL needs additional staffing/support – consider grad students, others?

Membership

- Build on our member diversity - engage communities, regions and organizations we have not fully reached yet

- Foster equity – continue being non-partisan; work to engage EJ communities and those groups/individuals we have not reached yet

SWOT Analysis Results

Marketing

- Develop a marketing strategy to make RASCL more visible, encourage new engagement, enhance the reach of RASCL communications, and help members promote

- Develop concrete deliverables/products, including one or more signature projects

- Create definitions that are clear and relatable

Actions

- Continue to seize opportunities
- Continue to adapt to changing environmental, social and political climates

SWOT Analysis Results

Education/Outreach

- Continue with and increase networking opportunities

- Continue with and bolster education/outreach – summit, coffee hours, trainings, learning opportunities (work to supersede or reduce misinformation)

- Recognize and include mental health impacts / trauma awareness in planning efforts, guidance documents

Technical Assistance

- Offer more technical assistance; partner with additional programs

- Continue creating guidance documents to break down technical information, combat misinformation, and educate decision makers

- Identify private consultants / entities we may be competing with to avoid redundancies and find ways to work collaboratively

SWOT Analysis Results

Promote Funding Opportunities

- Continue to promote funding sources and important initiatives (BRIC, BIL, GAP assistance, EV initiatives, etc.)

Educate Decision Makers and Support Initiatives

- Engage current administration while it is supportive of climate change initiatives

- Encourage communities, members of the public, local governments to educate/lobby decision makers and lawmakers for support of climate change initiatives and resiliency planning

- Integrate RASCL into other plans and initiatives (Climate Action Plan, DEMA All Hazards Mitigation Plan, SCORP, DelDOT Transportation Plans, etc.)

- Integrate pieces of other plans into our strategic plan (Climate Action Plan, DEMA All Hazards Mitigation Plan, SCORP, DelDOT Transportation Plans, etc.)

Strengths

What do we do well?
What's unique about RASCL?
What might others see as our strengths?

Consider our values and what we do that keeps us moving forward.

- Seize opportunities, willing to learn, grow, and adapt
- Good website
- Unified end game
- Networking, resource sharing, communication, collaboration (hub)
- Organization, leadership, passion
- Seen as experts: resiliency, sustainability, institutional knowledge
- Non-partisan/non advocacy, fosters equity
- Diversity of members: disciplines, knowledge, geography
- Connections to municipalities, leaders, organizations
- Foster buy-in, partnerships for mitigation work, research, outreach
- Delaware specific, but statewide
- Decrease silos (bridges - academia, communities, etc.)
- RASCL Summit

Weakness

What are our limitations/challenges?
What could be improved?
What resources or education might we be lacking?

Consider what could be changed and/or practices to be avoided.

These are internal forces that impact our organization

- Limited capacity/dedicated staff/burnout
- Does name limit partners? - need to define "Communities"
- Lack of diversity in membership and communities we work with
- Turnover/info continuity (internal and communities)
- Recognition of mental health impacts
- Strategic outreach to new and current communities engaged
- Preaching to the choir
- Some redundancy with other entities
- Members promoting RASCL (at events, self-identification, etc.)
- Need dedicated full time coordinator and PR agent
- We are not the decision makers
- Marketing, format, frequency, method

Opportunities

Are there gaps in our services?
What are our goals?
Are there new technologies, products, services, funding opportunities?
How might we turn our strengths into opportunities?

Consider short-term and long term opportunities.

- Develop concrete deliverables, signature project, success stories
- Wind energy, EV initiatives (funding, tech assist)
- Integration of key findings from Climate Action Plan, DEMA, All Hazards Mitigation Plan, SCORP, DelDOT Transportation Plans etc. (and inclusion of RASCL in those plans
- BRIC, BIL, and other federal state funding and GAP
- Communities, public, local governments can lobby legislators for support of climate/resiliency planning; use budget numbers to show "it's cheaper to plan ahead"
- Coffee Hours/Summit - find more newsworthy, emerging topics, speakers
- Use grad students as a resource
- Recognition of mental health impacts/trauma awareness
- Reaching EJ communities

Threats

What obstacles do we face?
Are we competing against others?
What threats do our weaknesses expose?

Consider changes in policies, social patterns, industry, etc.

These are external forces that impact our organization

- Lack of funds - challenging timeline for funding
- Political ideologies/pyramid in political administration
- Keeping up with the latest emerging practices while overworked
- Tourism, increased beach populations, Sussex County land use increasing infrastructure
- Competing with private consultants/redundancy of services
- Desire for RASCL services
- Over saturation - offerings of RASCL and individually
- Lack of urgency, info, education, vision, interest
- Does scale of our actions match scale of our issues?
- Poorly crafted legislation
- Federal funding - delays/going away?/ red tape
- Too much info to absorb