SWOT
Survey 2022
Summary

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Greatest Strength
Serving AHS

Total
51 Responses

Staff Expertise & Energy: 25.5%
Libraries and Archives Services: 15.7%
AAM Accreditation: 11.8%
Collections Care and Management: 10.0%
Staff and Board: 5.9%
Chapters and Support Members: 7.8%

Staff and Board
31 Responses

Staff Expertise & Energy: 35.5%
Libraries and Archives Services: 25.8%
AAM Accreditation: 10.0%
Collections Care and Management: 10.0%
Staff and Board: 6.5%
Chapters and Support Members: 9.7%

Chapters and Support Members
20 Responses

Staff Expertise & Energy: 25.0%
Libraries and Archives Services: 15.0%
AAM Accreditation: 10.0%
Collections Care and Management: 10.0%
Summary

WHAT DO THESE RESULTS TELL US?

• Greatest Strength
  ◦ Internally, the expertise of staff and successes of the AHS library and archives are the organization's greatest strength. Both these aspects are public-facing.
  ◦ Externally, AAM Accreditation is recognized as a significant accomplishment and leverageable resource. The place of AHS as a trusted repository and steward, with extensive and valuable collections, is also seen.
Greatest Weakness

Serving AHS

Total

51 Responses

Staff and Board

31 Responses

Chapters and Support Members

20 Responses

Operating Budget

Internal Communication & Cohesion

Community & Support Groups

Donor Solicitation

Legislative Presence & Support

Operating Budget

Donor Solicitation

Internal Communication

Financial Management
Summary

WHAT DO THESE RESULTS TELL US?

- Greatest Weakness
  - Internally, the operating budget is recognized as a weakness due to the limited support it provides to staff and operations. AHS is not believed to be successful in its development of donors.
  - Externally, support from the State legislature is recognizes as lacking, and there is concern over the transparency and financial practices of AHS.
  - In consensus, it is felt that AHS is fractured in its team management and unclear in its communications, is disconnected from or does not leverage its community resources and partners, and is ineffective in its outreach and solicitation among donors and the State legislature.
Greatest Opportunity
Serving AHS

Total
51 Responses

Community Outreach

Staff Expertise & Energy

Staff and Board
31 Responses

Community Outreach

Staff Expertise & Energy / Marketing

Representation of Diverse Perspectives

Chapters and Support Members
20 Responses

Community & Support Groups

Legislative Presence & Support

Staff Expertise / Community Outreach
Summary

WHAT DO THESE RESULTS TELL US?

• Greatest Opportunity
  ◦ Internally, AHS staff/Board are in alignment with external perspectives. DEI is an area for continued growth, which will result in greater community participation and buy-in.
  ◦ Externally, Chapters/Support Groups are in alignment with internal perspectives. Creating support among the State legislature is identified as a key opportunity.
  ◦ In consensus, engagement with the community is identified as a significant but underdeveloped resource. This includes both general engagement as well as directed efforts with Support Groups and regional partners. The expertise of AHS staff is also a significant resource whose skills have not been fully utilized or permitted for inclusion.
Greatest Threat
Serving AHS

Total
51 Responses

- Operating Budget: 11.8%
- Staff Recruitment: 13.7%
- Legislative Presence & Support: 7.8%
- Internal Communication & Cohesion: 3.9%
- Recruitment: 9.8%

Staff and Board
31 Responses

- Operating Budget: 16.1%
- Legislative Presence & Support: 15.0%
- State Agency status: 15.0%
- Staff Recruitment: 10.0%
- Recruitment: 10.0%
- Internal Communication & Cohesion: 3.2%

Chapters and Support Members
20 Responses

- Operating Budget: 12.9%
- Legislative Presence & Support: 15.0%
- State Agency status: 15.0%
- Staff Recruitment: 10.0%
- Recruitment: 10.0%
- Internal Communication & Cohesion: 9.7%
Summary

WHAT DO THESE RESULTS TELL US?

• Greatest Threat
  ◦ Internally, internal communication and cohesion among staff and leadership is recognized as a divisive threat that prevents adequate leveraging of staff expertise and institutional resources.
  ◦ Externally, Chapters/Support Groups are in alignment with the aggregate total perspectives.
  ◦ In consensus, the budget of AHS is recognized as a significant threat to its operational capacity and sustainability. It is too small to support state-wide activities and does not support personnel or allow for the recruitment of needed talent. Awareness and support from the State legislature is lacking and a threat to the organization's status and funding as a State agency.
Methodology

WHAT WAS CONSIDERED, WHO WAS INCLUDED, AND HOW WAS THIS DATA UTILIZED?

- This survey was issued as two separate surveys. One was issued to all AHS staff and State Board members. Another was distributed to all AHS Chapter Boards and contracted Support Groups. Participation was not even, with a greater response rate among AHS staff and State Board members.
- The ratio of Staff/Board and Chapters/Support Groups was 3:2, yielding results in the "Total" column that are slightly skewed toward those with a deeper understanding of internal operations.
- Interpretation and manipulation of this data was limited by both the physical structure of the survey (how the survey could be constructed, types of questions that could be asked) and how the data was recorded (database management).
Methodology

RESPONSE RATE

- Chapter Member: 13
- Support Group Member: 6
- Board Member: 6
- Staff Member: 23
Methodology

RESPONSE RATE

![Response Rate Chart](chart.png)