SWOT Analysis

Capacity Assessment for State Title V (CAST-5) is a set of assessment and planning tools for state Title V Maternal and Child Health Services Block Grant programs interested in examining their organizational capacity to carry out key MCH program functions. For more information on CAST-5, visit www.amchp.org/cast5.

The CAST-5 Process
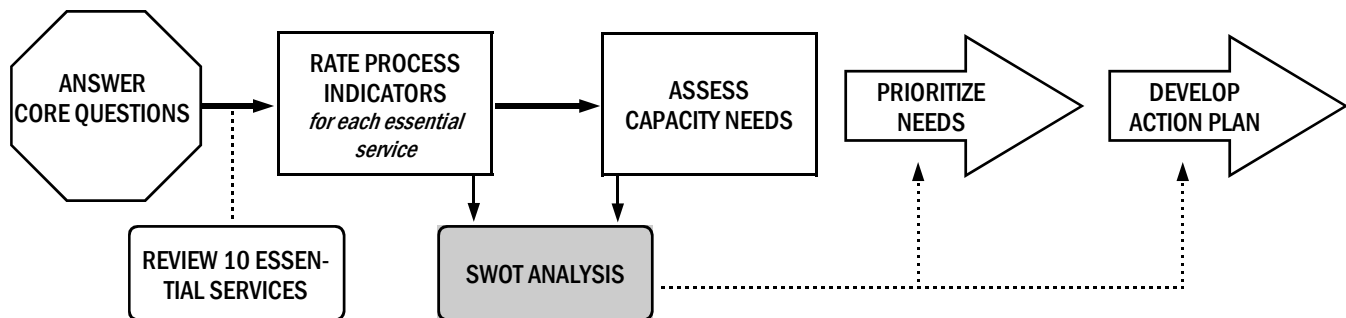
The analysis of strengths, weaknesses, opportunities, and threats is used for an in-depth analysis of performance for each Essential Service.

Instructions

For each Essential Service, identify the internal and external strengths, weaknesses, opportunities, and threats that are relevant to undertaking or enhancing the specified function. Examples of factors to consider are provided for each component of the analysis.

Many strengths, weaknesses, opportunities, and threats will emerge from the discussions of Process Indicators for each Essential Service; note these issues on the worksheet as they arise. After completing the full set of Process Indicators, and before moving on to the next Essential Service, walk through the SWOT worksheet to make additions and revisions as necessary.

When the assessments of all Essential Services are complete, you may wish to combine the SWOT worksheets for reference in prioritizing needs and developing a capacity building action plan. Merge the SWOT worksheets into a single grid. Group and summarize items as appropriate to create a shorter, summary SWOT. As the SWOT worksheets are combined, cross-cutting themes can be highlighted. Distribute this summary SWOT to all assessment participants and/or post it on large sheets. Refer to the summary sheet for background and guidance in prioritizing needs and drafting action steps.

Essential Service: _____

Strengths

(e.g., human, fiscal, or technological resources; social/ political factors; demographic trends; past and current federal involvement/activities; state-local relationships; organizational culture; organizational structure)

Opportunities

(e.g., human, fiscal, or technological resources; statutory/ regulatory changes; community/business resources; social/ political changes; technological developments)

Weaknesses

(e.g., human resources; budgetary restrictions and fiscal resources; technological resources; state-local relationships; organizational culture; organizational structure)

Threats

(e.g.,statutory/regulatory change; organizational change/ reorganization; social/political factors; demographic trends)