

**Community Strategic Planning Committee – Community SWOT exercise
Chippewa River District Library System
March 19, 2009**

Strengths	Weaknesses	Opportunities	Threats
<ul style="list-style-type: none"> • Art Reach • Business development • CMU • COA/New Senior Center • Community Foundation • Community service requirements • Cultural diversity • Education opportunities • Emergency medical Responders • Farmers’ markets • High school • Library • Life-long residents as “pillars” of the community • Low local unemployment • Mainstreet live/Downtown concerts • Meijers buys local produce • Morey Community center • Park system • Public transportation • Safe secure community • Skate park • Spirit of the community---welcoming • Strategic planning groups • Strong faith community • Students are starting to volunteer • Tribal 2% funding • Tribe • Vision 20/20 • Well-educated community • Young teen network 	<ul style="list-style-type: none"> • Communication between units of government • CRC: limits of usage • Decentralized planning • Don’t support the needs of diverse residents • Gang activities • ICTC: Rationale for the system • Lack of broadband Internet in rural areas • Lack of centralized communication • Lack of coordination and consistency with teen programs • Lack of industry • Lack of quality specialized health care • Lack of teen activities • Limited public transit • Loss of CMU student teachers locally • Not aesthetically pleasant • Not perceived as diversity friendly • Parks underused • Prejudiced against poor or unemployed • Resistant to change • Significant stable funding sources 	<ul style="list-style-type: none"> • 2 hours from everywhere • Barter system • Gateway to the North • Grants • Greater collaboration of government • Learn from others---don’t reinvent the wheel • National focus on conservation • National interest in change • National technology opportunities • No child left inside program • No major natural disasters • Several great “model cities” nearby • State park system • University influence on education • Use of empty regional center • Youth for Christ program 	<ul style="list-style-type: none"> • Apathy • Closing of regional center • CMU • Computers taking up children’s time and keeping them from going outside • Declining property values • Diminished state and federal funding • Drug trade • Economy • Higher crime rates in urban areas • Increased access to hard drugs • Loss of agriculture • National attitude that undermines individual responsibility • Perception of non-diverse population • State shared revenue decreasing • Transient groups of people

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