

Group 1 STRENGTHS

Magical	X
<i>Authoritative Source</i>	<i>XX</i>
Verify Information	X
Collaboration	
Change Agents	X
Adaptable	
Caring	
Customer Service Oriented	X
Outgoing	
<i>Teaching</i>	<i>XXX</i>
Outreach	
Diverse	
<i>Smart and Knowledgable</i>	<i>XXXX</i>
Cost Conscious	
Detail Oriented	X
Share Knowledge	
Professional	X
Good Value for the Money	
Multidisciplinary / Jack of All Trades	X
Filter Information and Package It	
Information Evaluation	X
Intermediaries	
Clout - Impact Market	X
Activists	
Leaders	

Group 2 STRENGTHS

Adaptability	XX
<i>Organization Skills</i>	<i>XXX</i>
<i>Service Orientation</i>	<i>XXX</i>
Classification	X
Change Agents	
Communication Content	
<i>Collaborate / Team Player</i>	<i>XXXX</i>
Really Smart	
Highly Educated	
Well Rounded Backgrounds	
Technology Ambassadors	X
Promote Access to Information	
Sharing / Transparency	X
Information Guides	X
Multitaskers	
Teachers / Advocates	X
Promoters	
Mentors	
Turn Chaos Into Order	
Mind Readers	
Ethical	
Protect Privacy	
Fiscally Responsible	
Analytical	X

Group 3
WEAKNESSES

<i>Library Lingo / Communication Skills</i>	<i>XXXXXX</i>
People Say Law Librarians Are Dinosaurs	
We Are Strictly Overhead	XX
Why Have Library/Books?	
Everything's Online	X
We're Not Heard.	X
"I just go to Google."	X
What Do We Call Ourselves?	
<i>Don't Know All The Library Can Do</i>	<i>XXX</i>
"We can get a 1 st year to do that."	
Clients Won't Pay For That	XX
Why Do We Need All The Books/Shelves	
Why So Many Library Staff	
Stay In Background / Don't Toot Horn	
<i>KM/CI/Analysis/Value Add</i>	<i>XXX</i>

Group 4
WEAKNESSES

<i>Not A Profit Center</i>	<i>XXXXXX</i>
<i>Everything's Online (Perceived)</i>	<i>XXX</i>
Powerless	X
Everything's Free (In Contract)	
Professional Image	X
We're Named For The Building, Not The Skill	
<i>Service Oriented, Not Business Oriented</i>	<i>XXXXXX</i>
Resistant (Customers, Too)	X
Not Staying Current	
Not Wanting To Share	X

**Group 5
OPPORTUNITIES**

Taking On Orphan Projects / Diversification	XX
<i>More Collaboration Across Practice Groups/Departments</i>	<i>XXX</i>
<i>Use Existing Skills In New Ways</i>	<i>XXXX</i>
Real World Skills Training	X
Marketing / Advertise Selves/Library	XX
Utilize Variety of Tech To Reach Out Information Evaluation/Analysis and Advertising It	
Tie Skills to Organization/Strategic Plan	XX
Help Vendors Improve Products	X
<i>Change Agent / Proactive</i>	<i>XXX</i>

**Group 6
OPPORTUNITIES**

<i>Collaboration (with Other Librarians, Departments, Offices)</i>	<i>XXXXXX</i>
Utilize New Technology for Outreach	X
<i>Leverage Existing Expertise</i>	<i>XXXX</i>
Learn More About Organization	X
Meeting Need for Generalists	X
Supporting Marketing Department	X
Support Dissemination of Scholarship	
New Services Arising from Cutbacks	X
<i>Treatment Plan for Information Overload</i>	<i>XXX</i>

Group 7 THREATS

<i>Funding / Budgeting</i>	<i>XXXXX</i>
Maintaining Isolationist Attitude	
Lack of Communication	X
Failure To Demand Respect	X
Resistance To Change	X
<i>“Google Mentality”</i>	<i>XXXX</i>
<i>Reduced Staff = Increased Workload</i>	<i>XX</i>
Staff Complacency	X

Group 8 THREATS

Buying Unused Classics	
Lacking Customer Focus	XX
Not Getting Customer Feedback	XX
Waiting To Be Told	
Doormat-itis	X
Waiting For Others To Tell Us What We Should Know	
Not Sharing What We Know	
Making What We Do Look Too Easy	
<i>Remaining Outsiders</i>	<i>XXX</i>
<i>Lack of Diversity / Lack of Outreach</i>	
<i>Not Getting Training We Need</i>	<i>XXX</i>
Fatigue	
<i>We Continue Doing More With Less</i>	<i>XXX</i>
Fear (Giving Into It)	X
<i>Communicating/Marketing Ourselves Effectively To Management</i>	<i>XXX</i>
Overspecialization	