

**NCAA Strategic Planning  
SWOT Prioritized**

<b>Issue/Concern</b>	<b>Bd.</b>	<b>H/R</b>	<b>F/R</b>	<b>Comm</b>	<b>Oper/IT</b>
Lack of unrestricted funds			X		
Marketing expenses not funded				X	
Develop fundraising program			X		
Seek new fundraising ideas/opportunities			X		
Lack of space at Smrt & Wise Center					X
Increase community involvement				X	
Staff physical and emotional safety (customer entitlement/anger)		X			
Funding uncertainty/limited resources			X		
Revenue diversification			X		
Insufficient resources available (time,staff)			X		
Legislation assistance					X
Brand awareness				X	
Participation in community events				X	
Communities knowledge of programs/svcs.				X	
COVID-19 presents opportunity to create new svcs.					
COVID-19 focused revenue sources (grants, corporate gifts, etc.)					
Possible new funding streams available under new administration					
Support state public policy agendas that benefit the agency and clients					
Increase visibility				X	
Pandemic (COVID-19 & future)					
Potential for changing regulations and laws					X