

DBIO SWOT Analysis

<u>STRENGTHS</u>	<u>WEAKNESSES</u>
<p>Nancy</p> <ul style="list-style-type: none"> • Annual conference programming • Biofeedback, especially the division news and updates on the field • The DBIO website • The DBIO listserv <p>Peggy Core services offered by the Division, such as networking opportunities, annual conference programming Biofeedback and the discussion list are all seen as strong.</p> <p>Anna Committed group of Division leaders who are willing to keep the Division going while nurturing new leaders</p> <p>Membership is fully involved in Association mission and goals; Division is strong enough to support the Medical Section as well as the Natural History Caucus which shows Division's willingness to support special interests within the Division</p> <p>Roger</p> <ul style="list-style-type: none"> • Involvement and have a good sized division • Satisfaction of most members of what division is doing <p>Bill</p> <ul style="list-style-type: none"> • Name of Division - clear, says who we are, what we do. • Level of Involvement in the Division - but I can't find that in the survey! <p>Suzanne</p> <ul style="list-style-type: none"> • Biofeedback is a great way to let members know what's going on in the division and in the field. I think we could really use this base to foster additional awareness of what the division is all about (i.e. pursue different methods of distributions, etc). • Many DBIO members hold positions in 	<p>Nancy</p> <ul style="list-style-type: none"> • Need more communication with members – “This survey is the first I have heard from the Division” • 76.5% of survey respondents had never held a DBIO office or served on a division committee – How do we get more members involved? • The website needs improving (according to the 2005 survey) <p>Peggy The Division is seen as weak on communication, specifically on getting resources into members' hands and marketing itself.</p> <p>Anna Younger members - are we attracting new graduates / new professionals to the Division?</p> <p>Balancing work responsibilities with volunteer professional responsibilities - in a time of shrinking libraries, smaller training budgets, and smaller staff, will the Division be able to rely on volunteers in future? If not, what provisions can be made to help get the work of the Division done?</p> <p>Roger</p> <ul style="list-style-type: none"> • Lack of full participation • Small number, relatively thinking, of who does actual work <p>Bill</p> <ul style="list-style-type: none"> • Cost of CE Courses (set by National). • Limited communication from members of Division • Cost of National Conferences <p>Suzanne</p> <ul style="list-style-type: none"> • Though many library students and young professionals are “joining” the division they might not be getting involved. The stipend to attend the national conference has helped with that, but I think more

<p>other divisions, so we already have a great pool of experience from which to draw.</p> <ul style="list-style-type: none"> • People are willing to serve however they're needed. 	<p>could be done such as mentoring or just generally flagging those new members as ones for the division to seek out. This would help with the networking aspect as well.</p> <ul style="list-style-type: none"> • Marketing: survey results state that this is an area that needs to be improved. We might be on our way there given the new website and listserv policies.
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<u>OPPORTUNITIES</u>	<u>THREATS</u>
<p>Nancy</p> <ul style="list-style-type: none"> • In the survey, respondents repeated asked for: <ul style="list-style-type: none"> ○ Distance learning/virtual CE courses/lower cost CE courses ○ Pathfinders to resources linked from the division website ○ Regional meetings/clusters/more local programming - apart from the annual conference. Meet in connection with other regional association meetings? • Reach out to newer – and younger – members of the division and get them involved • Ways to help members keep up to date about technology? • Ways to help members prove their value to their employers? <p>Peggy Members identified many educational and expert resources that could be provided both/either through SLA and/or by the Division. Examples: Subject-specific resources, pathfinders, virtual CE courses, web site reviews.</p> <p>Anna Build on collaboration within Association as we have customarily done in conference planning; one possible way is to tap Division members who belong to other Divisions to become more active within DBIO; perhaps promote shared activities or cooperate on initiatives. Explore ways to work with Chapters in creating local programs.</p>	<p>Nancy</p> <ul style="list-style-type: none"> • Membership is too spread out to network effectively • Lack of time – who has time to do anything more than the work associated with the annual conference? <p>Peggy Technology trends – keeping up.</p> <p>Anna Budgets, staffing, loss of volunteer leaders</p> <p>Roger</p> <ul style="list-style-type: none"> • SLA's organizational structure that tries to control so much and makes it hard to offer programs that division members want (e.g., times are blocked out or forced to have breakfasts at 7:30) • Lack of time of librarians these days <p>Bill</p> <ul style="list-style-type: none"> • For the medical section, membership competition from Medical Library Association • Membership competition from other SLA Divisions • Cost of SLA membership <p>Suzanne</p> <ul style="list-style-type: none"> • Many DBIO members hold positions in other divisions, so they may have even less time to devote specifically to DBIO if another division is their priority. • People being too busy to really get involved or take advantage of many of the

<p>Roger</p> <ul style="list-style-type: none">• Engage young folks and interest in division activities (with expert pools?)• Give members the programming they seem to want <p>Bill</p> <ul style="list-style-type: none">• Send more information to members.• Communicate using a variety of resources. <p>Suzanne</p> <ul style="list-style-type: none">• Members expressed that they are already involved in many other divisions. This could provide the division with the opportunity to foster more collaboration with divisions—other than just co-sponsoring sessions at the yearly conference.• Members stated that they'd like to see more pathfinders, virtual CE courses, and manuals. If the membership is interested in this, it'd be great to find a way to make it happen as well as meet other goals. For instance, as a student I've done several pathfinders so we could utilize that resource to meet the need to get them more involved.	<p>things the division does.</p>
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