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MARI SWOT Analysis

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**MARI SWOT Analysis**

(P) = Physical Resource

(I) = Intellectual Resource

(C) = Cultural Resource

***STRENGTHS (Internal)***

* **Hans Peter Plag (I)** -Committed organizational champion/advocate.

-Ability to bring multiple diverse stakeholders into the fold.

* **Norfolk/Virginia Beach Area (P)** - The highly populated, low-lying area provides a perfect setting for the organization as it relates to the impacts of climate change.
* **Executive Order 13653** **(I)** - The Federal government’s recent agenda toward climate change, presented in executive order 13653 helps to both provide attention and awareness to the cause.
* **Transatlantic Partnerships (P, I)** - Provides an opportunity to share best practices as well as collaborate and increase awareness both at home and abroad.
* **Student Organizations (I, C) -** Pool of people who are interested in the issues at hand.

Possible connections to school major with gains in class credit. Unpaid internship opportunities.

* **Research Facilities (P, I) -** Existing buildings which allow for less start-up cost. Use of

 knowledge in place with facilities.

* **Trans-Discipline Academics (I)** -Network of courses in place saves money. Allows for quicker

 creation of certificate and degree programs.

***WEAKNESSES (Internal)***

* **Lack of a Physical Building (P)** -Can affect community presence.

-Can also limit growth due to a shear lack of space.

 -Can potentially limit research collaboration.

* **Decentralized Structure (P)** -Could be problematic throughout the organization phase.

-May also create concerns over who reports to who.

* **Funding (P)** -Growth will be limited to university resources and the success stakeholders have with grants.

 **-**The sole reliance on outside funds may be problematic.

* **Evaluation (P, I, C)** -The difficulty evaluating impacts can affect the organizations goals, funding, and support.

-This could also impact community support, by having ambiguous or limited community deliverables.

* **Inter-Departmental Rivalry (I, C)** -Pulling staff causes friction. Competition for resources. Loss of research/budget money to fund MARI.

***OPPORTUNITIES (External)***

* **Increasing Acceptance of CC (C)** -This should allow for more acceptance outside of the university environment.

-Also may lead to increased stakeholder involvement.

* **Increasing Focus Events (P)** -Provides visual proof and firsthand experience to those who are on the fence about believing climate change.

-Shows the utility and value of the research.

* **Web Presence (P, I)** -Developing and maintaining will help to connect people.

-Can increase stakeholders and raise awareness not just locally but globally.

 -A well done website can provide an abundance of resources.

* **Resilient Cities Network (P, I, C)** -Norfolk being named to the RCN provides national publicity for the region and the climate change issues affecting it.
* **Sinking Land (Norfolk) (P)** -Areas of Norfolk that are sinking provide an interesting case study when combined with rising sea levels that can be applied across the country and globe.
* **Flood Insurance (C) -**Possible rallying point for public; reduce costs/gain support.
* **Military** **(P, I, C)** -Resources/capital/interest. Regional power house.
* **Regional Non-Profit’s (P, I)** -Large donors, non-political, work in progress
* **Regional Businesses (P, I)** -Talent, money, political support
* **Other GOVT Agencies (P, I, C)** -Gov. money/grants, facilities, existing programs
* **Other Schools (P, I)** -Develop curriculum, joint work, staff/faculty assistance
* **Symposiums (I, C)** -Outreach, education, business/non-profit connections

***THREATS (External)***

* **Military (P)** -There is the chance that relationship becomes competitive as opposed to collaborative.

-Could be a funding/support threat if the military begins to pull out of the region.

* **Similar Organizations (P, I)** -Organizations such as the University of Maryland’s Joint Global Change Research Institute may prove to be competitive regarding research grants.
* **Time (P) *-***How long before actual effect of predicted complications
* **Budget (P, C) -**Cuts to other departments,cuts to this program
* **Reception of Research (I, C) -**Visible or buried?

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| **MARI SWOT ANALYSIS** |  |  |  |  |
|  |  |  | **Item** | **Physical**  | **Intellectual**  | **Cultural**  |
|  |  |  |  |  |  |  |
| **STRENGTHS (Internal)** |  |  |  |  |
|  |  |  | **Hans Peter Plag** |  | **x** |  |
|  |  |  | **Norfolk/Virginia Beach Area** | **x** |  |  |
|  |  |  | **EO 13653** |  |  |  |
|  |  |  | **Transatlantic Partnerships** | **x** | **x** |  |
|  |  |  | **Student Organizations** |  | **x** | **x** |
|  |  |  | **Research Facilities** | **x** | **x** |  |
|  |  |  | **Trans-Discipline Academics** |  | **x** |  |
|  |  |  |  |  |  |  |
| **WEAKNESSES (Internal)** |  |  |  |  |
|  |  |  | **Lack of a Physical Bldg** | **x** |  |  |
|  |  |  | **Decentralized Structure** | **x** |  |  |
|  |  |  | **Funding** | **x** |  |  |
|  |  |  | **Evaluation** | **x** | **x** | **x** |
|  |  |  | **Inter-Departmental Rivalry** |  | **x** | **x** |
|  |  |  |  |  |  |  |
| **OPPORTUNITIES (External)** |  |  |  |  |
|  |  |  | **Increasing Acceptance of CC** |  |  | **x** |
|  |  |  | **Increasing Focus Events** | **x** |  |  |
|  |  |  | **Web Presence** | **x** | **x** |  |
|  |  |  | **Resilient Cities Network** | **x** | **x** | **x** |
|  |  |  | **Sinking Land (Norfolk)** | **x** |  |  |
|  |  |  | **Flood Insurance** |  |  | **x** |
|  |  |  | **Military** | **x** | **x** | **x** |
|  |  |  | **Regional Nonprofits** | **x** | **x** |  |
|  |  |  | **Regional Businesses** | **x** | **x** |  |
|  |  |  | **Other Govt Agencies** | **x** | **x** | **x** |
|  |  |  | **Other Schools** | **x** | **x** |  |
|  |  |  | **Symposiums** |  | **x** | **x** |
|  |  |  |  |  |  |  |
| **THREATS (external)** |  |  |  |  |  |
|  |  |  | **Military** | **x** |  |  |
|  |  |  | **Similar Organizations** | **x** | **x** |  |
|  |  |  | **Time** | **x** |  |  |
|  |  |  | **Budget** | **x** |  | **x** |
|  |  |  | **Reception of Research** |  | **x** | **x** |
|  |  |  |  |  |  |  |