



















# Introducing SWOT Analysis

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## SWOT Analysis

*Strength-Weaknesses-Opportunities-Threats Analysis* is a tool for investigation, decision making & brainstorming.

The basis of SWOT Analysis is a simple four cornered grid.

<p><u>Strengths</u></p> <ul style="list-style-type: none"> <li>•</li> <li>•</li> <li>•</li> <li>•</li> <li>•</li> <li>•</li> <li>•</li> <li>•</li> </ul>	<p><u>Weaknesses</u></p> <ul style="list-style-type: none"> <li>•</li> <li>•</li> <li>•</li> <li>•</li> <li>•</li> <li>•</li> <li>•</li> <li>•</li> </ul>
<p><u>Opportunities</u></p> <ul style="list-style-type: none"> <li>•</li> <li>•</li> <li>•</li> <li>•</li> <li>•</li> <li>•</li> <li>•</li> <li>•</li> </ul>	<p><u>Threats</u></p> <ul style="list-style-type: none"> <li>•</li> <li>•</li> <li>•</li> <li>•</li> <li>•</li> <li>•</li> <li>•</li> <li>•</li> </ul>

## SWOT Analysis, continued

- First, we'll divide the committee into 4 groups. Record analysis on SWOT grid.
- We'll then share highlights of SWOT analysis with overall group.

## SWOT Analysis Question:

What should the redistricting committee consider as it develops redistricting options for HPCS?

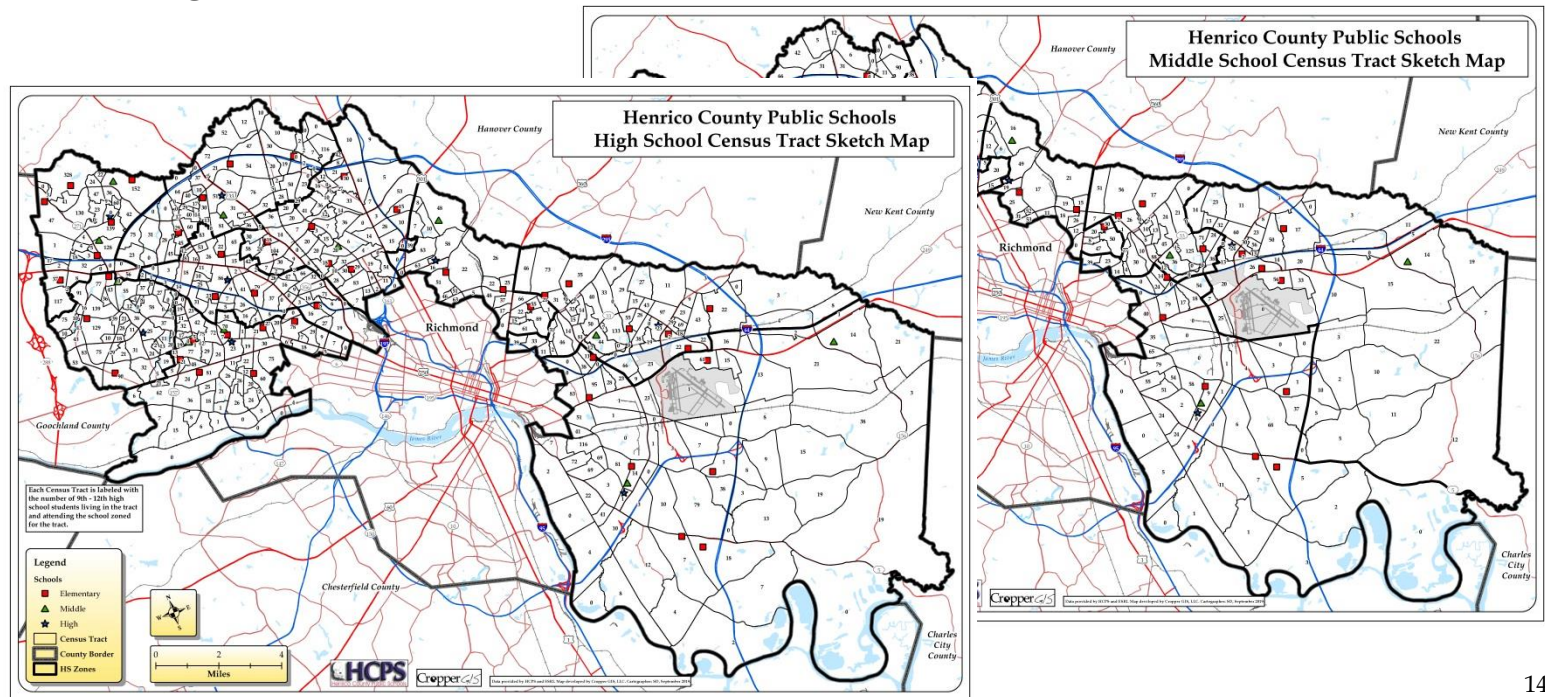
# Committee Chair Nominations

- The committee chairperson will assist with meeting logistics, as well as presenting to school board and public.
- Committee members will self volunteer to serve as chairperson.
  - Members will provide a brief statement on why they are a good candidate for committee chair.
- If there are multiple people wishing to serve as chairperson, the committee will vote on who they feel the chair should be.

# *Homework*

## Develop Options Concepts

- Please utilize the sketch maps to develop concepts for redistricting.
- You can develop a conceptual zone for one school or a group of schools, or for the entire school division if you wish.
- The information you provide will be shared at the next committee meeting, and could be used to develop other draft options.
- Refer to other materials provided in the background report to aid in developing options, such as the utilization maps and census tract maps.



**Next Meeting is  
Wednesday, September 25  
5:30-8:30pm**

**New Bridge Auditorium  
5915 Nine Mile Road  
Henrico, VA 23223**