

## SWOT ASSESSMENT FOR NEWSONG'S STUDENT MINISTRY

The four items on the left represent NewSongs' Critical Issues. This is an example of how we have used this tool to take a "present state portrait" of our ministry context. Again, the left hand column is used to examine that which is essential to your organization or what you are hoping to gain clarity on.

	<b>STRENGTHS</b> WHAT WE DO WELL	<b>WEAKNESSES</b> WHAT WE CAN DO BETTER	<b>OPPORTUNITIES</b> WHAT WE CAN LEVERAGE	<b>THREATS</b> WHAT WE MUST PAY ATTENTION TO
<b>RECRUITMENT OF LEADERS</b>	<ul style="list-style-type: none"> <li>We are intentional about recruitment.</li> <li>We provide clear expectations and role descriptions to interested individuals.</li> <li>Our current staff enjoys their work and enjoys one another.</li> </ul>	<ul style="list-style-type: none"> <li>We do not spend enough time on recruitment.</li> <li>Our placement of interested volunteers into the ministry is slow.</li> <li>We are understaffed in our middle school ministry.</li> </ul>	<ul style="list-style-type: none"> <li>There are 700+ people on our campus every week.</li> <li>We have parents &amp; staff who are advocates for our ministry.</li> <li>We have a growing college and young adult ministry.</li> </ul>	<ul style="list-style-type: none"> <li>Our church does not possess a culture of "service."</li> <li>Our current staffs' time is extremely limited.</li> <li>50% of our middle school volunteers will depart for the summer.</li> </ul>
<b>TRAINING OUR LEADERS</b>	<ul style="list-style-type: none"> <li>We provide staff training on a monthly basis.</li> <li>Our training is structured to provide space for community, prayer, increased skill &amp; program administration.</li> </ul>	<ul style="list-style-type: none"> <li>We do not have "standardized" training for our leaders.</li> <li>Our one-on-one training is erratic with certain individuals.</li> <li>Some staff feel ill-equipped and under-trained.</li> </ul>		<ul style="list-style-type: none"> <li>Their time is limited</li> <li>My time is limited.</li> <li>Sundays are extremely full days.</li> <li>Our facility has limited space to provide training at an alternate time.</li> </ul>
<b>DEVELOPING OUR CURRICLUM</b>	<ul style="list-style-type: none"> <li>We partner with area ministries to brainstorm curriculum ideas.</li> <li>Our curriculum is creative and intentional.</li> <li>Our curriculum reinforces our philosophy of ministry.</li> </ul>	<ul style="list-style-type: none"> <li>We do not fully utilize the giftedness of our leaders.</li> </ul>	<ul style="list-style-type: none"> <li>We have professional educators on our team.</li> <li>We are located close to Fuller Theological Seminary.</li> </ul>	<ul style="list-style-type: none"> <li>Because our curriculum is new, it is unproven.</li> <li>Our curriculum requires constant creativity, production &amp; evaluation.</li> </ul>
<b>CREATING OUR PROGRAMS</b>	<ul style="list-style-type: none"> <li>Our current programs are creative, highly relational, experiential, tied to scripture, and well-liked by our students.</li> </ul>	<ul style="list-style-type: none"> <li>Outside of Sundays and Life Groups our programs are infrequent.</li> </ul>	<ul style="list-style-type: none"> <li>We have open dates on the calendar to add programs.</li> <li>Our students desire to attend more activities.</li> <li>We have staff who are able to lead our programs.</li> </ul>	<ul style="list-style-type: none"> <li>Over-emphasizing the importance of our programs.</li> <li>Our students are over-scheduled.</li> <li>Our students do not live close to our church.</li> </ul>

## SWOT ORGANIZATIONAL ASSESSMENT FOR YOUR MINISTRY

The left hand side of the SWOT is used to gain clarity on what is essential to *your* organization. You could list specific names of people, programs, or core values. Or, list the most pressing Critical Issues for your organization or ministry.

	STRENGTHS WHAT WE DO WELL	WEAKNESSES WHAT WE CAN DO BETTER	OPPORTUNITIES WHAT WE CAN LEVERAGE	THREATS WHAT WE MUST PAY ATTENTION TO