Strength-Weaknesses-Opportunities-Threats Analysis (SWOT Analysis) is a tool for investigation and decision making. SWOT analysis is used for a variety of purposes in business and by different kinds of organizations - including school districts. SWOT analysis promotes brainstorming. Rather than relying on ingrained or instinctive reactions, SWOT Analysis promotes proactive thinking. On October 25 the rezoning study committee performed a SWOT analysis for the project. The SWOT was conducted around the following question:

What should the committee consider as it rezones for the new elementary, middle school, and high schools?

Discussion results are summarized below.

**STRENGTHS**
Some general strengths were identified about the schools and communities in Richmond. These were:
- PTA Involvement was an identified strength amongst many schools
- Community partnerships
- School choice is an identified strength of the school system

Strengths identified as a result of rezoning are below:
- Rezoning will result in better balance of utilization amongst the facilities.
- Increased sense of ‘neighborliness’ and community
- Transportation will be improved and more efficient by sending students closest to their homes and ‘cleaning’ up oddly shaped boundaries
- Students, parents, and communities can/will grow through change
- Increase safety of students
- New schools are being constructed in areas where there is a need
- Better staffing and student to teacher ratios with balanced utilization
- Equalize the allocation of funds to various schools
- Enhance the diversity of student populations at schools
- Make zones as ‘walkable’ as possible
- Community that plays together stays together. Keep schools as centers of the community.
- Creating more of the feeder concept
- Preserving buildings
WEAKNESSES
Some general weaknesses were identified about the schools and communities in Richmond. These were:
- Overcrowding schools as a result of open enrollment / school choice
- Physical condition of buildings
- Varying quality / imbalance in schools as it relates to programs and performance
- Varying quality / imbalance in teachers at schools
- Funding
- Partnerships with local businesses and agencies

Weaknesses identified as a result of rezoning are below:
- Perceived lack of coordination with other city plans
- Potential division of communities
- Perceived loss of property values if rezoned to a different school
- The difficulty of implementing changes in zones
- Students’ possibility of leaving public school system if change is not perceived well.
- Adjustments for families with kids in the school system
- Parental involvement could get diffused and potential loss of commitment and parental activity
- Potential impacts on the quality of certain schools as it relates to performance

OPPORTUNITIES
Opportunities identified as a result of rezoning are below:
- Equality and balance of class sizes across division
- Changes made will improve all schools
- Enhance parental support and engagement through change
- Opportunity to provide more diverse schools when possible
- Improve overall perspective of school ‘health’ and quality
- Improve transportation efficiency
- Better the teaching staff
- Improve quality of programs offered in the district
- Possible align school zones with school board member zones
- Change in learning environment can result in improvements
- Potential of aligning feeder patterns better
- Working with a good and comprehensive set of data
- Educate and informing parents about schools and communities

THREATS
Threats identified as a result of rezoning are below:
- Potential loss of students from public schools as a result of change
- School Board’s potential reluctance to adopting the committee’s recommendations
- Too late with regard to Building a Better Richmond plans and strategy
- Lag time with planning versus school construction/opening
- Changes in policy might be necessary
- Political impact & intrusion into process
- As population changes, potential for impacting rezoning plans
- Media perceived as a threat depending on the stance they take
- Perceived loss of property values if rezoned
- Potential splitting / dividing of neighborhoods
- Potential loss of funding due to changes in Title I eligibility
- Potential adverse impacts on school choice / open enrollment opportunities
- Threat of minimal support when transitioning to new schools and implementing rezoning