



**STRENGTHS**

**WEAKNESSES**



**OPPORTUNITIES**

**THREATS**



Who Dat?

# Chris Peters

- **24 Years of service with Parker PD**
- 2 Years - Patrol Officer
- 4 Years - Traffic Officer
- 4 Years - Patrol Sergeant (Graveyard Shift)
- 4 Years Investigations/ Crime Scene Sergeant
- 1 Year - Investigations Lieutenant
- 9 Years - Professional Standards Commander

## Other Highlights:

- Explorer Advisor / Treasurer for State Board - 8 years
- Honor Guard - 8 years
- POST Greater Metro Board - 6 years  
(currently Vice-Chairperson)
- Certified Expert in Scene Reconstruction (District Court)
- Wrote BWC policy National ACLU called  
"Best in the Nation" in 2016



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DIAGRAM

## Internal Factors

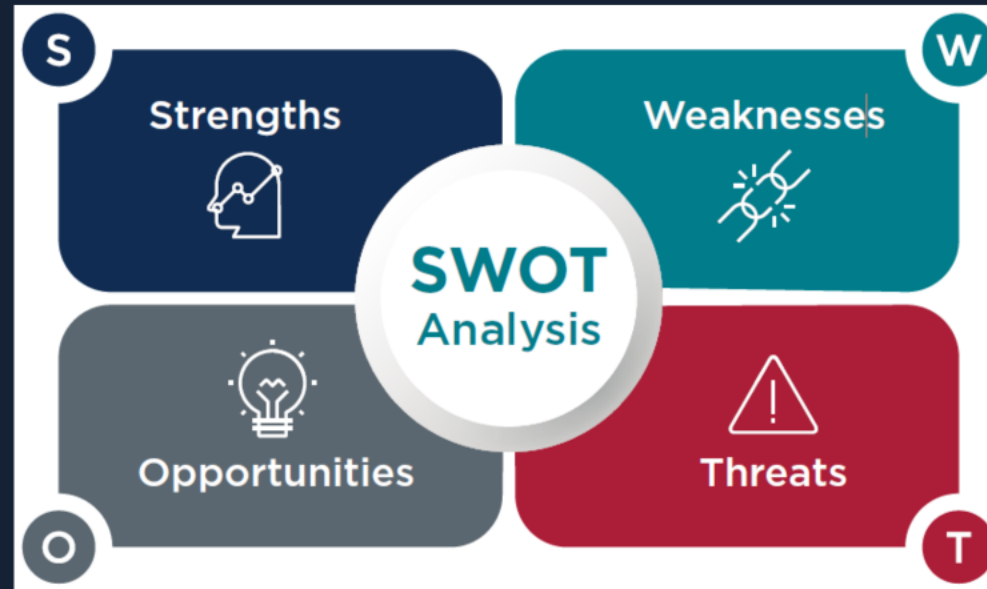
- STRENGTHS
- WEAKNESSES







## External Factors

- OPPORTUNITIES
- THREATS

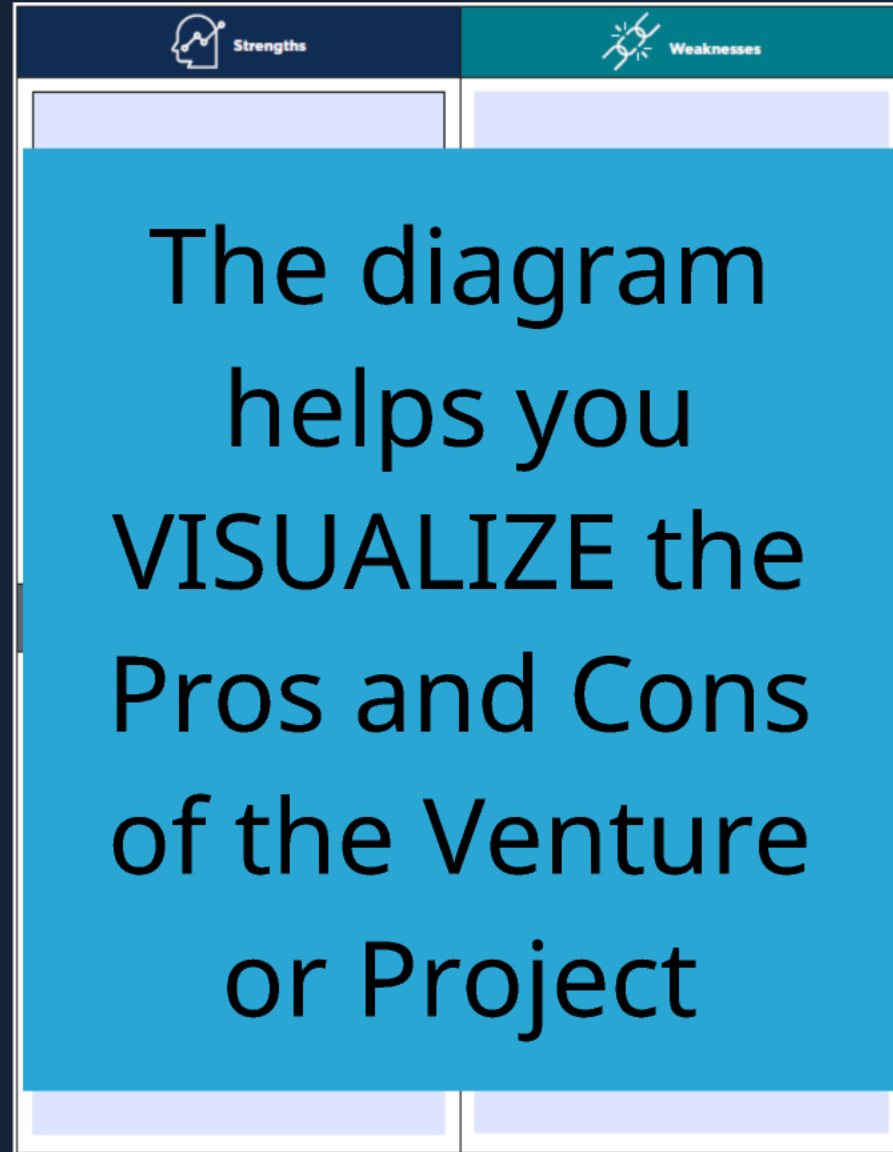
A SWOT diagram analyzes a project by focusing on each of these factors



Construct the Analysis by creating four boxes, and filling in each section.

 Strengths	 Weaknesses
 Opportunities	 Threats

Construct the Analysis by creating four boxes, and filling in each section.





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**SWOT**



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Who Dat?





# STRENGTHS

Of the Organization -  
Remember this is INTERNAL

- What do we do exceptionally well?
- What advantages do we have?
- What valuable assets and resources do we have?
- What do agency members and the community identify as our strengths?



# STRENGTHS



Identifying your agency's internal strengths can help you leverage these strengths to build a successful Citizen's Academy or Alumni program.

Be sure to highlight these strengths throughout the Academy and make them a foundation of the Alumni Group. If it's happening, but the community doesn't know about it, it isn't really happening.



# STRENGTHS

## PPD Example:

Expertise and Support. Staunch support from Chief and Council. Professional high-quality staff.

Identifying your agency's internal strengths can help you leverage these strengths to build a successful Citizen's Academy or Alumni program.

Be sure to highlight these strengths throughout the Academy and make them a foundation of the Alumni Group. If it's happening, but the community doesn't know about it, it isn't really happening.



# STRENGTHS

## Charleston WV - Toy Drive



Parker PD - Engaged Officers





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# WEAKNESSES

Of the Organization -  
Remember this is INTERNAL

- What could we do better?
- What are we criticized for or receive complaints about?
- Where are we vulnerable?



# WEAKNESSES



Factors that put the agency at a disadvantage.

Take this as an opportunity to address these as they are identified, maybe there are actions that can be taken to mitigate the weaknesses.

Be candid with this assessment, don't lie to yourselves. Programs that open up your operations to members of the community need to have transparency to be successful.



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PPD Example:

Lack of a Community Room. Requires CCIC eligible-only participants with background.





# WEAKNESS

Have the COURAGE to confront your agency's gap areas, or weaknesses, through meaningful programming





# WEAKNESS

Felicia Cross Point:

Be honest with your internal look inside the agency. What is the real status of culture as it relates to: Professional Staff at the agency, Connection with youth in the community, ability to tell the stories of success.

Have the COURAGE to confront your agency's gap areas, or weaknesses, through meaningful programming





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# OPPORTUNITIES

Available to the  
Organization -  
Remember this is  
EXTERNAL

- What opportunities do we know about in the community, but have not addressed?
- Are there emerging trends on which we can capitalize?



# OPPORTUNITIES

opportunity

- Community sentiment, trends, stakeholder opinions. Community policing programs are great to highlight how an agency makes a positive impact to issues affecting residents. Citizen's Academy programming is a great opportunity to highlight these successes.
- Identify needs in the community that your agency is primed to address through your identified Strengths.
- Figure out which opportunities are right at this time. Timing is everything.



# OPPORTUNITIES

PPD Example:

Apartment Managers. Known desire in the community to better connect with Apartments and their unique concerns/challenges.

- Community sentiment, trends, stakeholder opinions. Community policing programs are great to highlight how an agency makes a positive impact to issues affecting residents. Citizen's Academy programming is a great opportunity to highlight these successes.
- Identify needs in the community that your agency is primed to address through your identified Strengths.
- Figure out which opportunities are right at this time. Timing is everything.



# OPPORTUNITIES

Faith and Blue connects Arapahoe Sheriff's Office with religious communities

Heather Willard | 2022-10-04



(Arapahoe County Sheriff's Office)

Heather Willard / NewsBreak Denver / Oct. 4, 2022

Arapahoe County Faith in Blue - Hindu Community



Barber Shop Programs



SALT  
Seniors and LE Together



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# THREATS

Affecting the Organization -  
Remember this is EXTERNAL

- Do identified weaknesses make a Citizen's Academy program or alumni association vulnerable?
- What external roadblocks exist that block our progress?
- Is there significant change coming the way of Law Enforcement?
- How is current and future budget impacting our programs?



# THREATS



- Identify legal and policy considerations and how they affect your programming ideas.
- How does public perception factor into threats and opportunities?
- What threats can you identify that you can actually conteract based on your strengths and weaknesses?



# THREATS

Build Programs that help  
build bridges

Address the external  
threats



- Diversity
- Cost
- Background Checks
- Different Academies / Locations
- Haters



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Who Dat?

# Filling out the analysis

Very likely to have the same factors listed in more than one category.

For example, if the agency is looking to change their image from years of circling the wagons, an internal weakness could be transparency - which would also be an external opportunity to connect better with the community through programs such as Citizen's Police Academies.

Keep your SWOT diagram brief and to the point.

**More Tips**

# SWOT Analysis Tips:



Can include pertinent details, but don't bog it down.

Include feedback from commissioned and professional staff when identifying your SWOT factors.

Be sure to keep your Mission, Values, and Core objectives in mind throughout the process.

Arrange factors in each section from most important to least important.



**STRENGTHS**

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**SWOT**



**OPPORTUNITIES**

**THREATS** 



Who Dat?

# Thank you



## Credits:

- SmartDraw
  - SWOT Analysis - What is SWOT? Definition, Examples and How to Do a SWOT Analysis
- IACP Officer Safety & Wellness
  - Family Engagement Assessment Tool





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