

Nonprofit Popup Series: Conducting an Environmental Assessment

Presented by:

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Extension

UNIVERSITY OF WISCONSIN-MADISON
DANE COUNTY



University of Wisconsin-Madison, Division of Extension

- Mission - Fulfill the Wisconsin Idea
- County Partnership
- Local Programming
 - 4-H & Positive Youth Development
 - Agriculture / Horticulture
 - Health & Well Being
 - Nutrition Education to low income individuals
 - Human Development & Relationships
 - Natural Resources
 - Community Development



UW- Extension Community Development Institute

Extension's community development educational programming assists leaders, communities, and organizations to address community issues.

- Community Economic Development
- Local Government Education
- Community Food Systems
- Organizational & Leadership Development



Format for today's session

- Overview of Environmental assessment
- Quick review of SWOT
- Practice SWOT with case study
- TOWS matrix: moving from assessment to strategy
- Introduce SOAR
- Introduce Force Field Analysis
- Share experiences



Organizations are living systems, possessing the same capacity to adapt and grow that is common to all life.

Margaret Wheatley



Why conduct an environmental assessment?

- **Realistic assessment:** The environment in which a nonprofit organization operates can impact success of programs
- **Preparedness:** Before taking on a new initiative, it helps to understand internal and external factors that can affect success
- **Engagement:** Involve staff, Board members, volunteers, stakeholders in the planning process



Environmental Assessment in the context of Nonprofit Strategic Planning

- Analysis of current and future demographic trends
- Analysis of local competitors/collaborators
- Analysis of regional/national nonprofits with similar subject matter
- Interviews with stakeholders & community leaders
- Discussions with board, staff, and stakeholders to understand experiences and capacity
- Deliberation of planning group to make sense of information



SWOC (strengths, weaknesses, opportunities, challenges)

| Internal | | External | |
|-----------|------------|---------------|---------|
| Strengths | Weaknesses | Opportunities | Threats |
| | | | |



Case Study: Youth Voices Theater Arts

- Leadership development program using theater arts as vehicle
- Mission: Lift up the voices of young people to tell their own stories
- Associated with a local performance art program; adult performers, writers as mentors
- Youth trained in performance and in leading discussion circles
- Youth want to perform plays on difficult social issues
- Community has been politically and culturally polarized



SWOC Analysis for YVTA

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https://docs.google.com/document/d/1WU_YjhCAzetMX5zXJP0I-VnN35w-IfbSdLvXTI_oB8Y/copy



TOWS Matrix

| | STRENGTHS | WEAKNESSES |
|----------------------|---|---|
| | <ol style="list-style-type: none">1.2.3.4. | <ol style="list-style-type: none">1.2.3.4. |
| OPPORTUNITIES | <p>Opportunity-Strength (OS) Strategies</p> <p>Use the strengths to take advantage of opportunities</p> <ol style="list-style-type: none">1.2.3.4. | <p>Opportunity-Weakness (OW) Strategies</p> <p>Overcome weaknesses by taking advantage of opportunities</p> <ol style="list-style-type: none">1.2. |
| THREATS | <p>Threat-Strength (TS) Strategies</p> <p>Use strengths to avoid threats</p> <ol style="list-style-type: none">1.2. | <p>Threat-Weakness (TW) Strategies</p> <p>Minimize weaknesses and avoid threats</p> <ol style="list-style-type: none">1.2. |



TOWS Matrix for YVTA

To generate a copy of this document, click on the link below, copy it, and save it to your own drive:

<https://docs.google.com/document/d/1Bufn4Qp2hMH2g6fz0DXe9-ZCphSC18A-bG08loqGHBw/copy>



Strengths, Opportunities, Aspirations, Results

- Grounded in appreciative inquiry
- Similar to SWOT, but does not address internal weaknesses or external threats
- Can be combined with SWOT
- Aspirations and results help move thinking to visioning



Past, Present, Future

- SWOT analysis with opportunity for a group to recognize past accomplishments and setbacks
- Google document from Jeremy Kautza, Hue Life & UW Office of Strategic Consulting



Force Field Analysis

- Used for identifying opposing aspects of a desired change:
 - Driving or positive forces that support an action or situation
 - Restraining or negative forces that hinder an action or situation
- Can also be used to identify causes of a problem



Reflection & Discussion



What has been your experience with nonprofit environmental assessment? How could you envision using these tools?