#### Nonprofit Popup Series: Conducting an Environmental Assessment

Presented by:

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### 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.

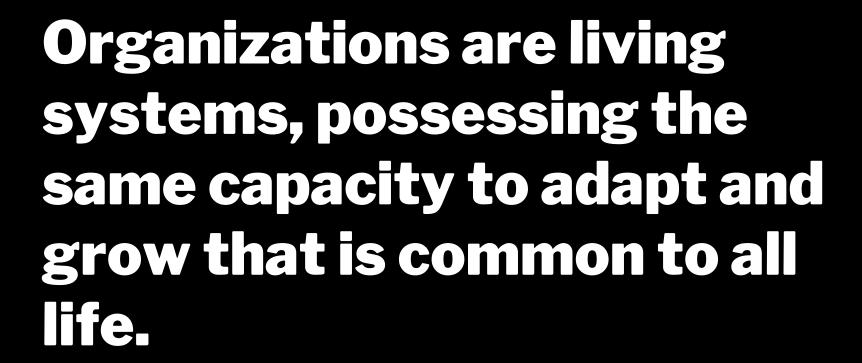
- Community Economic Development
- Local Government Education
- Community Food Systems
- Organizational & Leadership Development



#### 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





**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 |  |
|------------|---------------|----------|--|
| Weaknesses | Opportunities | Threats  |  |
|            |               |          |  |
|            |               |          |  |
|            |               |          |  |
|            | Weaknesses    |          |  |



## 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

To get your own copy of this document, click on the following link, copy, and save to your own google drive:

https://docs.google.com/document/d/1WU\_YjhCAzetMX5zX JP0I-VnN35w-IfbSdLvXTI\_oB8Y/copy



### TOWS Matrix

|               | STRENGTHS                              | WEAKNESSES                              |
|---------------|--|---|
|               | 1.                                     | 1.                                      |
|               | 2.                                     | 2.                                      |
|               | 3.                                     | 3.                                      |
|               | 4.                                     | 4.                                      |
| OPPORTUNITIES | Opportunity-Strength (OS) Strategies   | Opportunity-Weakness (OW) Strategies    |
| 1.            | Use the strengths to take advantage of | Overcome weaknesses by taking advantage |
| 2.            | opportunities                          | of opportunities                        |
| 3.            | 1.                                     | 1.                                      |
| 4.            | 2.                                     | 2.                                      |
| THREATS       | Threat-Strength (TS) Strategies        | Threat-Weakness (TW) Strategies         |
| 1.            | Use strengths to avoid threats         | Minimize weaknesses and avoid threats   |
| 2.            | 1.                                     | 1.                                      |
| 3.            | 2.                                     | 2.                                      |
| 4.            |  |   |



#### **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?