



SWOT Analysis FSASE

01/29/2013

by Tim Durham

“As in 2008, voters in Florida, Maryland, South Carolina, and Virginia faced some of the longest average wait times in 2012, averaging nearly 50 minutes in Florida, more than 30 minutes in Maryland, and more than 25 minutes in South Carolina and Virginia.”



Pew Study

Who didn't wait in line?

36 percent of voters did not wait in line at all in 2012 compared with 42 percent in 2008.



Early voting vs. Election Day wait times

Early voting
wait times



Election Day
wait times



In 2012, like 2008, lines were longer for early voting than they were on Election Day.



Orlando Sentinel (01/19/2013)

“[It is] estimated...that at least 201,000 voters likely gave up in frustration on Nov. 6, based on research Allen has been doing on voter behavior.”

Research:
Orlando Sentinel
Theodore Allen, OSU



Green Bay Packers

1958

1-10-1

Demoralized

Viability of
organization



Green Bay Packers

1959-67

89-29-4

6 Title Games

5 NFL Titles



Lombardi Quotes

“Perfection is not attainable, but if we chase perfection we can catch excellence.”

“Obstacles are what you see when you take your eyes off the goal.”



Innovation



This video-rental chain survived the transition from VHS to DVD just fine—but then failed to adapt to the next big change. Blockbuster remained flat-footed when Netflix started sending videos through the mail, cable and phone companies started offering video-on-demand, and Redbox started renting videos for a buck a night through vending machines. ...Blockbuster's conventional retail outlets seem hopelessly outdated. The firm is closing hundreds of stores....



10 Great Companies That Lost Their Edge by Rick Newman (August 2010)

Innovation

Innovation



Clown

Ideal

Status Quo

Tinkering



→ Value



Mission Statement

Existing - Conducting elections that are

- fair
- honest
- accurate

Possible additions – Striving to

- improve the voting experience
- meet the unique voting needs of each community

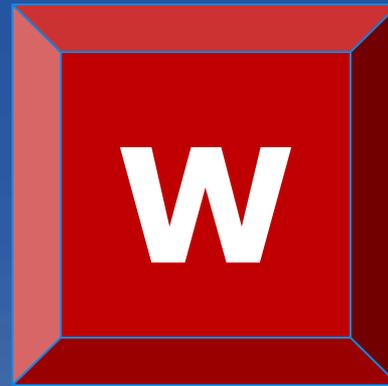


S.W.O.T.

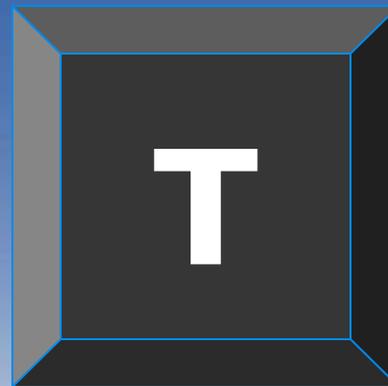
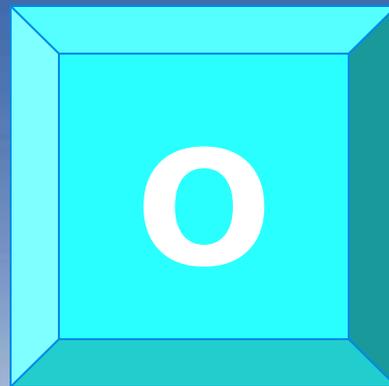
Helpful



Harmful



Internal



External

S.W.O.T. Sample – Vote by mail

Helpful

Harmful

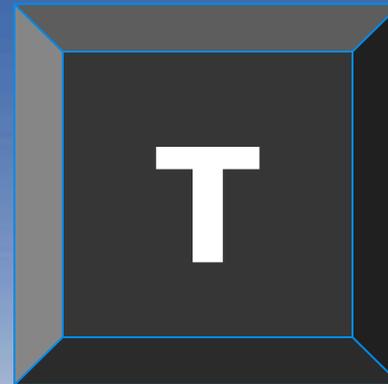
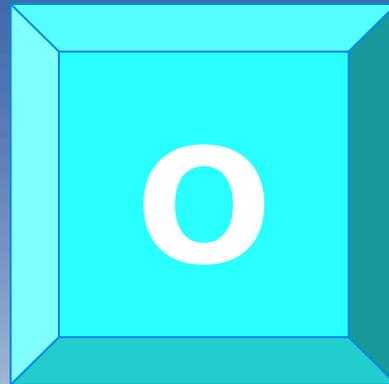
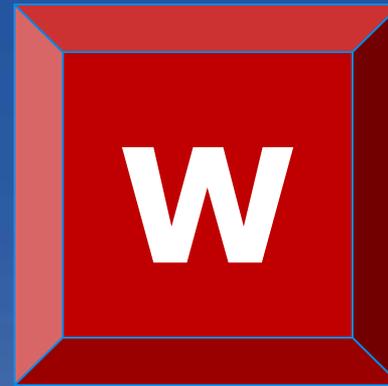
Convenient

- ballot length
- ballot complexity
- wait times

Cost-effective

Not something new

Dissatisfaction



Volume

- outbound
- inbound

Internal

USPS

Voter fraud

Vendors

Public perception

Statutes

External



The End



This presentation was created for purely educational purposes.