

SPoRT Strategic Plan - Supporting S.W.O.T Analysis



Science Advisory Committee Meeting

26 – 28 August, 2014

National Space Science and Technology Center, Huntsville, AL



Background

SPoRT developed and published a strategic plan back in August 2008 covering Fiscal Years 2009-2014.

- plan content was developed from
 - coordinating partner and benefactor information,
 - end user guidance, and
 - an internal project assessment
- the internal assessment took the form of a SWOT (Strength Weakness Opportunity Threat) analysis

Along with guidance from the SAC, the strategic plan has been a key element guiding SPoRT to the mature R2O/R2A project it is today.



Background

Guidance from the 2012 SAC encouraged SPoRT to update the current strategic plan as soon as possible to address

- new suite of observational platforms
- advances in research capabilities, and
- the changing NASA and NOAA budget environments

The starting point for an updated plan is another assessment of the internal strengths and weaknesses of the project and the external factors that threaten the success of SPoRT and opportunities that will allow SPoRT to continue to do good.



Strategic Planning Workshop

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One-day workshop led by MSFC / ESO management (March 2014)
with participation by all SPoRT team members

Agenda:

- NASA HQs programmatic insight from Tsengdar Lee
- Brainstorming sessions to develop a SWOT analysis
- Identification / discussion of
 - stakeholder, customer, and end users
 - science / research objectives – specific research functions to obtain goals
 - technology infusion
 - metrics to monitor success
- Preliminary development of mission and vision statements



SWOT Analysis

The team was broken up into four groups with mixed disciplines and expertise.

Each group spent 20-30 minutes brainstorming ideas for each of the four SWOT topics.

Strengths (20), weaknesses (29), project opportunities (14), and external threats (17) to the program were identified and prioritized to develop a top 10 in each category

As an added benefit, the brainstorming session provided a forum for engaged discussions about all aspects of the program.

Note:

SPoRT Project Lead (Jedlovec) was not involved in the SWOT brainstorming sessions to allow unbiased input and discussion.



SWOT Analysis

Results used to

- modify internal processes to improve communication and collaborations among teams and individuals

and identify actions which

- use strengths to minimize external program threats
- minimize weaknesses to allow for the growth of existing opportunities
- use strengths to capitalize on new opportunities
- minimize weaknesses to avoid external project threats

These items can best analyzed by developing a matrix of priority items identified in the SWOT analysis



SWOT Synthesis

Use strengths to capitalize on new opportunities

Opportunity

(D) Take advantage of new satellite opportunities such as GPM and other Tier 1 & Tier 2 instruments, SMAP, Himawari satellite data (proxy for GOES-R), etc.

Strength

(J) Utilization of a successful, well-established R2O paradigm for transition of research capabilities to operations

Potential future action

O-A & S-J: Use successful SPoRT paradigm to become “earlier adopters” for new instruments creating new partnerships and potential new funding opportunities



SWOT Synthesis

Minimize weaknesses to allow for new opportunities

Weakness:

(B) One deep in some technical areas creating a single point of failure if attrition, retirements, or other opportunities change staffing

Opportunity:

(D) Take advantage of new satellite opportunities such as GPM and other Tier 1 & Tier 2 instruments, SMAP, Himawari satellite data (proxy for GOES-R), etc.

Potential future action:

W-B & O-D: Focus mentoring and / or training on the most critical areas of limited expertise (1-deep) which are important to seize new satellite opportunities



SWOT Synthesis

Use strengths to minimize threats

Strengths:

(G) Great amount of scientific programming and data format knowledge to work with end users

(B) Diverse team uses flexible, creative ways to apply satellite data to forecast problems and solutions at every level of the program

Threat:

(G) Use of “backdoor” data delivery methods with limited bandwidth and NWS support constrains new opportunities

Potential future action:

T-G & S-G,B : ***Integrate SPoRT data distribution into NWS data delivery system for AWIPS2***



SWOT Synthesis

Minimize weaknesses to avoid threats

Weakness: (G) Limited financial resources prevent us from establishing new collaborations with groups that want to collaborate with us

Threat: (E) GOES-R and JPSS funding opportunities may be limited after launch and operational use of the data

Potential future action:

W-G & T-E: ***“Graduate” WFOs to free-up manpower to focus efforts on data delivery and new R2O activities.***

