

Synthesis of SWOT Results

		External Opportunities (O)	External Threats (T)
		<p>(A) Broaden dissemination capabilities to include WMS capabilities, for hand-held device support and in GIS formats for easily-accessible format and a diversify user base with additional resources</p> <p>(B) increased community visibility for broader outreach into the applied science community by expand focus to include public health and disasters arenas, diversifying the user base with opportunities for additional funding;</p> <p>(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)</p> <p>(E) Work with product developers that are working with new technologies to assist in R2O process</p>	<p>(D) Reliance on NASA satellites past their expected lifetime with limited replacements limits new applications</p> <p>(F) Upcoming missions do not provide as many opportunities to demonstrate unique or new capabilities in SPoRT areas of expertise (weather)</p> <p>(G) Use of “backdoor” data delivery methods with limited bandwidth and NWS support constrains new opportunities</p> <p>(E) GOES-R and JPSS funding opportunities may be limited after launch and operational use of the data</p>
		Actions to use strengths to capitalize on opportunities	Actions to use strengths to minimize threats
Internal Strengths (S)	<p>(G) Great amount of scientific programming and data format knowledge to work with end users</p> <p>(B) Diverse team uses flexible, creative ways to apply satellite data to forecast problems and solutions at every level of the program</p> <p>(J) Utilization of a successful, well-established R2O paradigm for transition of research capabilities to operations</p> <p>(A) Ability to tap strengths of NASA, UAH, and NWS personnel in order to create diversity but synergistic team built on camaraderie and open exchange of ideas</p>	<p>O-A & S-G: Use programming and data base expertise to develop WMS dissemination capabilities to expand end user base; Use AWIPSII programming expertise for greater EPDT engagement new funding</p> <p>O-A,D & S-G: Use programming expertise to integrate SPoRT product algorithms into CSPP code to enable more real-time products from more (new) satellites to more end users</p> <p>O-B & S-D: Use core funding to participate in activities aimed at developing additional funding in disasters and public health</p> <p>O-E & S-J: Use SPoRT reputation of successful R2O paradigm to work with product developers to transition new products and capabilities</p> <p>O-A & S-J: Use recognition of successful SPoRT paradigm to partner with National Water Center expanding our user base</p> <p>O-A & S-J: Use successful SPoRT paradigm to become earlier adopters for new instruments creating new funding and partnership opportunities</p>	<p>T-G & S-G,B : Integrate SPoRT data distribution into NWS data delivery system for AWIPS2</p> <p>T-E & S-B, G: Create new GOES-R and JPSS opportunities with innovative applications and data use; Focus programming expertise involving data fusion in AWIPS2 rather than on developing products external to AWIPS2</p> <p>T-F & S- B,G,J : Use reputation and successful paradigm, scientific and programming skills to partner on new mission opportunities</p> <p>T-E & S-G, B: Focus programming expertise involving data fusion in AWIPS2 rather than on developing products external to AWIPS2</p>
		Actions which minimize weaknesses to allow for new opportunities	Actions to minimize weaknesses in order to avoid threats
Internal Weaknesses (W)	<p>(D) Lack of timely IT support slows progress</p> <p>(H) Lack of software management wastes valuable time and effort</p> <p>(B) One deep on some technical areas creating a single point of failure if attrition, retirements, or other opportunities change staffing</p> <p>(G) Limited financial resources prevent us from establishing new collaborations with groups that want to collaborate with us</p> <p>(New) Workflow inefficiencies as a result of unclear management roles</p>	<p>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</p> <p>W-G,B & O-D: Minimize need for significant new funding and / or lack of technical expertise by partnering internally with other NSSTC staff either part-time or for short-term to focus on new instruments and science areas</p>	<p>W-B & T-E: limit starting new activities that strain 1-deep resources so that existing resources can be better used on data delivery and R2O</p> <p>W-G & T-E: “Graduate” WFOs to free-up manpower to focus efforts on data delivery and new R2O activities.</p>



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