## SWOT Analysis - Key Points

<table>
<thead>
<tr>
<th>Strengths</th>
<th>Weaknesses</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Networking and building relationships</td>
<td>- Dependent on project revenue - inconsistent timing</td>
</tr>
<tr>
<td>- Veteran team, experience, expertise</td>
<td>- Limited data available for each project</td>
</tr>
<tr>
<td>- Market position - unique - no one else does what RI does</td>
<td>- Limited engagement with public audience</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Opportunities</th>
<th>Threats</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Public/wider audience understands and values environment and natural resources</td>
<td>- Finite funding sources, process challenging</td>
</tr>
<tr>
<td>- Excellent connections to build wider project footprint</td>
<td>- Limited human resources</td>
</tr>
<tr>
<td></td>
<td>- Many opportunities, but will need to prioritize to strategically use resources</td>
</tr>
</tbody>
</table>
Resource Institute Strategic Plan (Version 3)

Goal 1 - Expand Resource Institute geographic footprint while maintaining quality of project design and execution

Strategic Objectives

● Establish new project sites in contiguous states to expand organizational footprint
● Create intentional partnerships with RC&Ds throughout the state and region
● Identify top landowners in strategic geographic areas
● Identify riverfront projects and create model to share with future sites
Resource Institute Strategic Plan (Version 3)

Goal 2 - Expand external communication channels to share the impact and value of Resource Institute work to a larger audience

Strategic Objectives

● Utilize enhanced digital media to expand marketing into public sphere (i.e. non-industry groups)
● Establish sponsorships and partnerships with organizations, such as the North Carolina League of Municipalities
● Create template and process to collect relevant data for all projects
● Partner with external entity to quantify economic impact of RI projects
● Create certified stream restoration certificate program to expand educational opportunities and establish alternative revenue stream
Goal 3 - Improve Resource Institute operations to position the organization for long-term success

Strategic Objectives

- Collaborate with state leaders to revise NC Stream Restoration funding process for projects
- Create sustainable succession plan to account for evolving leadership and changes over time
- Implement process to better manage projects and payments from start to finish to stabilize cash flow
- Evaluate fee for service revenue model within RI context
- Expand professional development opportunities for all RI staff
- Identify potential Board members who align with the RI mission