

Child Care Aware of Northwest Arkansas SWOT Analysis

Overview

Child Care Aware of Northwest Arkansas (NWA) is an organization based in Rogers, Arkansas, that provides parent training, child care referrals, professional development opportunities and other services to families across the state. While Child Care Aware has successfully carried out its mission to help children and parents in Arkansas, there are still many places in which the organization could improve.

Strengths

One of the biggest strengths of Child Care Aware of NWA is the number of services they provide. The organization provides many different services to parents, children and families of all types. This allows them to help out a variety of people who need it.

Another strength of the organization is its large target audience. Child Care Aware of NWA is willing to provide services to people of all ages, genders, races and income levels. This creates a very large audience for the organization to reach.

Another strength of Child Care Aware of NWA is that they are the only nonprofit organization that offers parenting classes in the area. This is a key strength for them as they can provide classes for those who need them but have nowhere else to go.

Weaknesses

Social media is a weakness of Child Care Aware of NWA. Although the organization updates its Facebook occasionally, its Instagram and Twitter have not been active since 2019. This makes it hard to reach the younger generation of parents. Social media could also be an opportunity.

The organization's website navigation is also a weakness. The website uses a pleasant design and looks fairly new, but it is somewhat hard to navigate. If visitors cannot easily find the information they are looking for, they may be discouraged from using the organization. This could also lead to customers frequently emailing or calling to ask questions.

Child Care Aware of NWA's many services seem to blend, which is a weakness for the organization. The organization needs to be more distinctive in saying, "These are services we provide to parents..." "This is how we help children..." etc.

Opportunities

One opportunity for Child Care Aware of NWA is growing its presence on social media, especially Instagram and Twitter. Instagram and Twitter are great places to advertise to younger generations of parents. Instagram could be used to post promotional graphics and pictures of the organization helping others. Twitter could be used to provide updates about the organization.

Another opportunity for Child Care Aware of NWA is opening another office in Fayetteville. Although there is already an office in Rogers, it is a 35-minute drive from Fayetteville. An office in Fayetteville would help those who cannot make the drive to Rogers for classes. It would also allow students who are parents or looking for guidance to have a nearby office.

Student involvement is also an opportunity for Child Care Aware of NWA. The organization could reach out to University of Arkansas students looking to help others and bring them in to help with classes or gain donations. Not only would this be a great opportunity for Child Care Aware of NWA, but it could also be an opportunity for students to earn community service hours.

Threats

One threat Child Care Aware of NWA faces is competing donors. There are hundreds of nonprofit organizations in the Northwest Arkansas region that are also looking for donors. This could make it difficult for Child Care Aware to bring in the necessary donations to continue providing services to families.

Churches could be another threat to Child Care Aware of NWA. It is great that there are other organizations that want to serve others, but many people may feel more comfortable seeking help from their church rather than an outside organization.

Lack of funding from the state is also a threat facing Child Care of NWA. Many child care operators go out of business due to a lack of funding. If a nonprofit organization is losing funding to competing organizations, funding from the state may be its last resource.

Recommendation

The best opportunity for Child Care Aware of NWA to take advantage of is social media. Social media is used by all types of people, making it a great place to advertise to large audiences. By keeping its social media accounts updated, Child Care Aware of NWA will reach out to more people and gain more community involvement. The organization will also be able to strengthen its weaknesses by providing useful information on social media. As previously mentioned, this could be by posting promotional graphics, pictures of the staff and frequent updates about the organization.