

City of Hudson- HCTV

INTERNAL FACTORS	
STRENGTHS (+)	WEAKNESSES (-)
<ul style="list-style-type: none">• Exceptional customer service• Vital hub for community information• Community partnerships• Facebook Live productions• Community and student involvement	<ul style="list-style-type: none">• Technologies rapidly change• Small work force• Lack of ability to cross-train in all areas• Funding and resources

EXTERNAL FACTORS	
OPPORTUNITIES (+)	THREATS (-)
<ul style="list-style-type: none">• Increasing community involvement• Expanding public awareness• Sharing staff with other departments• Digital signage platform for the community• Velocity Broadband• Grants and other funding opportunities	<ul style="list-style-type: none">• Federal, State and Local mandates and laws• Funding• Facilities• Increase in cost of doing business• Outside competition