



**NEWS RELEASE**  
**City of Chico**  
**[www.ci.chico.ca.us](http://www.ci.chico.ca.us)**

**January 26, 2012**

## **STATE OF THE COMMUNITY**

As our community moves into 2012, we continue to be faced with significant challenges of balancing budgets and building economic development while continuing to enhance our community's quality of life through careful planning, fiscal responsibility and continuous improvement. Strong leadership is needed to accomplish these challenges before us. Just as we are committed to the success of our own organizations, we can benefit from strengthening our partnerships and helping each other in these challenging times.

The citizens of Chico are invited to attend the first annual "State of the Community", which will take place on Thursday, February 9<sup>th</sup> at 6:30 p.m. in the Chico Council Chambers at 421 Main Street. Agencies that are participating include:

Doug LaMalfa, California's 4<sup>th</sup> District Senator (Invited)  
Paul Zingg, CSU Chico, President  
Kimberly Perry, Butte Community College, President  
Steve Lambert, Butte County Board of Supervisors, Chair  
Ann Schwab, City of Chico, Mayor  
Andrea Thompson, Chico Unified School District, Chair  
Jerry Hughes, Chico Area Recreation District Board, Chair

Each participating agency will be presenting a SWOT analysis of their organization. A SWOT analysis reports on **S**trengths, **W**eaknesses, **O**pportunities and **T**hreats the agency faces in the coming years. Following the formal presentations, there will be an opportunity for the public to ask questions or offer their observations.

Working with the CSU, Chico Political Science Department, graduating seniors will examine the SWOT analyzes from all the organizations and work together in class to try to find

opportunities for organizations to collaborate with each other. These students will be in the audience that evening and at the conclusion of the event, teams of two to three students will be assigned to each organization. The students will ask to meet with representatives of their assigned organizations during the semester. At a follow-up event on April 12<sup>th</sup>, the students will present their findings and observations on potential opportunities they believe exist to solve or assist with some of the weaknesses or threats that have been identified.

For more information contact Assistant City Manager John Rucker at 896-7202 or [jrucker@ci.chico.ca.us](mailto:jrucker@ci.chico.ca.us), or Administrative Analyst Nancy Kelly at 894-4357 or [nkelly@ci.chico.ca.us](mailto:nkelly@ci.chico.ca.us).

Distribution:

News Media (fax)

All City Council (e-mail)

All City (e-mail)

CM binder

City website

# *The public is invited to attend the First Annual* **"State of the Community" Meeting**

As we begin 2012, our community continues to be faced with significant challenges of balancing budgets and building economic development while continuing to enhance our community's quality of life. Just as we are committed to the success of our own organizations, we can benefit from strengthening our partnerships and helping each other in these challenging times. It is of utmost importance that we face our challenges together and build our community as a team.

The "State of the Community Meeting" will be held in the Chico City Council Chambers. Representatives from seven of our Community's largest governmental agencies will give a brief presentation of their organization's, **S**trengths, **W**eaknesses, **O**pportunities and **T**hreats that they face in the year ahead. These **SWOT** analyses will be presented in a spirit of collaboration with the goal that Chico organizations find ways to assist each other during these challenging times.

Thursday, February 9, 2012  
6:30 p.m.  
Chico City Council Chambers  
421 Main Street

**What to expect at the meeting. . .**  
SWOT presentations (10-15 minutes)  
Audience questions and answers

**What to expect afterward...**  
As a graduation project, 2-3 graduating CSU, Chico seniors will be assigned to each participating organization. Students will compile the SWOT analyzes into a working document and will offer assistance to their organizations. Students will compile a report on their activities and report back to the community.



## **FOR MORE INFORMATION CONTACT:**

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## *What is a SWOT analysis?*

A 10-15 minute presentation on each organization's

- **Strengths**
- **Weaknesses**
- **Opportunities**
- **Threats**