

These notes—taken and assembled by staff—reflect the results of the SWOT (strengths, weaknesses, opportunities, and threats) analysis conducted during the January 3, 2017 Business Intelligence Center Advisory Board meeting.

Strengths

- Program staff
- History (success running challenge)
- Stability (especially as a result of HB16-1014)
- Strong government representation on advisory board
- Funding
- Network of statewide volunteers and community stakeholders committed to the program
- Sponsors
- Economic development benefits of signaling a progressive government mindset to the business community
- Awareness of public data sets

Weaknesses

- Availability and commitment of agencies to start or continue publishing data
- Lack of clarity regarding the challenge as a tool to inform business community broadly
- Insufficient staff resources within OIT dedicated to publishing data
- Awareness of public data as asset within the broader business community
- Question as to whether the feedback loop is really “looping” for state agencies data providers—are they getting feedback on publicly available data and acting on it?

Opportunities

- Data sets more and more visible, and data from all levels of government more visible and discoverable
- Showcasing visualizations of the data
- Educating the broader business community about public data as an asset
- Educating state agencies of the potential value or return on investment from publishing
- Economic impact of challenge winners commercializing their products
- Stronger connection between the challenge and making data available
- Making data available as a way to attract businesses to move or expand in CO
- Program as partner working with Government Data Advisory Board to engage agencies in broader open data strategy

Threats

- Relevance of challenge if cannot show economic impact
- Continued funding for the Colorado Information Marketplace
- Sponsors not returning—especially if program goes away from current structure (challenge)
- Sustainability of challenge (avoid fatigue)