***Introduction***  
 The following is a SWOT Analysis for the Santa Clarita Public Library system and associated website ([santaclaritalibrary.com](https://www.santaclaritalibrary.com/)). Santa Clarita is located in Southern California within Los Angeles County, and is unaffiliated with the L.A. County Library system. Santa Clarita is the third largest city by population in L.A. County, and contains a diverse group of people with varying demographics, depending on specific locale. For example, Newhall boasts a significantly higher Latinx population than other districts in the city. More information is available through Wikipedia (<https://en.wikipedia.org/wiki/Santa_Clarita,_California>) as well as the City of Santa Clarita ([santa-clarita.com](https://www.santa-clarita.com/)) website.

***Strengths***

The website is relatively easy to navigate, has large and easy-to-read font sizes, and provides quick links that solve homework issues for children and teens. Navigation to mental health kits for all ages is a quick process, and the program is clearly explained. In the “about” section, a strategic plan has been put into place that maps out the goals of the library system for several years at a time, and is helpfully laid out in infographic format. Social media channels seem to be regularly updated and have relevant information about the library programs available. The hierarchy of the website is shallow and wide, and the layout is not overly cluttered or complicated.

***Weaknesses*** The Santa Clarita Library website is not accessible for those with visual impairments, especially when it comes to details like the strategic plan, which lacks alt tags and alternate ID to explain what the infographic strategic plan states. There are no disability or accessibility options, let alone an easy access button for these features. The strategic plan infographic is grainy and low resolution, making it difficult for anyone to read, regardless of disability status. There also doesn’t seem to be an option to browse in a language other than English.

In addition, while there are a variety of age groups represented in the quick links, most of this information pertains to grade school children and teens; there was little or no information about (or for) the elderly. The U.S. Census as of April 2020 reported that Santa Clarita has an 11.8% population of persons aged 65 or older. That’s 59 out of every 500 people.

Social media is somewhat lacking as far as supplemental content, and it seems that most content of substance is also fairly recent, which may indicate that their social media presence still needs improvement.

***Opportunities***

There should be more emphasis on programming that is tailored to the community, particularly for those of a low income background. None of the three libraries in the system is particularly distinct from one another, other than for their respective location(s).

Most of the cultural opportunities available at the Santa Clarita Library leave much to be desired, and are typically only offered supplementally by outside organizations, such as the ArtTree, California Institute of the Arts, College of the Canyons, or other independent organizations not affiliated directly with the Santa Clarita Public Library system. There were no additional options for viewing the statistical information presented on the infographic strategic plan, such as a text-based PDF file. There was no mention of additional (non-city) fundraising of any kind.

***Threats***

The existing strategic plan infographic frankly seems too basic. It covers a period of years between 2021-2023, and doesn't really explain how the library has been successful in the past, nor was there mention of what still needs improvement today. Additionally, the mental health hotline list has clearly not been updated recently, as the new primary mental health hotline number is 988 as of July 16th, 2022. This “new” number was nowhere to be seen when browsing the information for their mental health kits as of mid July 2023, which indicates that the library is posting outdated and incorrect emergency information.

Furthermore, finding the programming schedule was more difficult than it should have been, particularly across social media channels. This information was easiest to find through embedded text updates that were provided on social media as opposed to the main website. This is a key accessibility issue, particularly for the blind and visually impaired (BVI) community. Having to rely on social media or complicated calendar systems to share programming information also discourages senior citizens from participating.

***Conclusion***  
While the library system seems fairly robust, it is weak in terms of community engagement. There is a huge opportunity to attract additional adult and elderly patrons of the library, as well as other subsets of the population, such as Spanish speakers. The website is not particularly accessible to those who are differently abled or disabled. Many opportunities exist for improvement, and the library system would do well to share more of this information with its patrons.