

2024 DPVC SWOT Analysis
Summary
01/16/2024

The Democratic Party of Valencia County's Executive Committee along with Party members met on January 13, 2024, and conducted a SWOT Analysis of the DPVC. Below is a summary of our conclusions.

Strengths

1. Ward organization
2. Leadership
3. Recent election success
4. DPNM provides many resources
5. Diverse and inclusive community
6. Core group of committed Dems
7. Communication channels including the Podcast and Newsletter

Action Items

1. Fill vacancies in leadership
2. Show appreciation to our leadership
3. Fully utilize DPNM resources
4. T3 Training for all Ward Chairs and EC members when available
5. Outreach should include personal phone calls

Weaknesses

1. Party is fragmented and infighting has been an issue
2. Communication – messaging, communications with sub-groups such as Hispanics, LGBTQIA+, AAPI, and others is lacking, DPVC doesn't have a presence in remote areas of the county.
3. Lack of engagement/small volunteer numbers
4. Hispanic underrepresentation and lack of engagement
5. Youth underrepresentation and lack of engagement
6. Leadership is newer to Valencia County – lacks ties to traditional Valencia County Dems
7. Lack of permanent venue
8. Over planning

Action Items

1. If disagreements or concerns arise within the EC, deal with them on a one-to-one basis first, then follow a chain of command starting with the Chair, then the EC at large if that is not successful, and then DPNM involvement if needed.
2. Expand phone and in-person communications especially to underrepresented populations
3. Develop "rules of engagement" for meetings "attack ideas not people"
4. Mike will reach out to local unions as a possible source of a permanent venue
5. Keep our messaging and our focus on local issues
6. Utilize specific asks for both fundraising and volunteer requests
7. More vocal/visible advocacy for local issues

Opportunities

1. Every election
2. Youth vote
3. Family and relatives
4. Elected officials' successes can be highlighted
5. Voter registration
6. Growing population for outreach
7. Large Decline to State pool
8. Coordinating with other county parties and organizations
9. Outreach to all areas of the county at all times not just election season
10. Attend local government meetings
11. Motivational speakers

Action Items

1. Outreach to youth voters utilizing County Clerk's data and listen to their needs
2. Utilize data to target populations that are underrepresented
3. Support VCFDW in their work to register young voters
4. Create door hangers, postcards, and other outreach tools
5. Re-engage registered Dems that have not been active in the Party
6. Partner with local businesses
7. Compile a list of Democratic owned businesses
8. Promote Jim Rickey's Newsletter
9. Hold town hall meetings throughout the county – at the ward level
10. Create a list of Ward Chair duties/expectations
11. Get monthly lists of newly registered Dems and welcome them
12. Hold Ward meetings to reach all areas of the county
13. Utilize free advertising where available – Food trucks, civic groups, artists, and musicians
14. Provide voter education on the history of Valencia County and current issues

Threats

1. Churches promoting politics from the pulpit
2. Misinformation regarding issues and Democrats in general
3. Not countering negative messages
4. Them versus Us branding
5. Restriction of voter access
6. Insertion of xenophobia, antisemitism, and other biases into political debate
7. Infighting and Party divisions
8. Voter apathy
9. Scarcity of fair communication venues in Valencia County
10. Lack of voter knowledge about civic engagement and its importance
11. Missing candidates for local positions

Action Items

1. As individuals, we can challenge the church vs. State infringements that happen in Valencia County
2. Branding – for example “Democrats do good things”.
3. Create and distribute messaging cards.
4. Outreach to liberal religious institutions locally.
5. Consider a resolution by the Executive Committee to support positive religious actions and service organizations in Valencia County
6. Update our messaging to meet local needs and concerns, create our own identity disavowing the GOP descriptions of Dems
7. Adopt a positive and forward-thinking tone
8. Utilize our limited resources for candidates to the fullest which may mean focusing on a few vital positions instead of trying to have a candidate for every position.
9. Organize more and consistent Letters to the Editor

Thank you to everyone that took part in the SWOT Analysis. The above summary of each section will be used to flesh out our Party plan in the coming weeks by the Executive Committee. As always, our meetings are open to the public for observation. If you would like to address the Executive Committee, please contact Summer prior to the meeting. We meet the second and fourth Tuesdays at 6pm via Zoom.