

Suspire is an organization dedicated to supporting the mental health needs found in the Chattanooga area. Suspire is a pillar of stability and hope as it serves the public through various methods of engagement: counseling services, annual mental health events, skill-building workshops, and social engagement opportunities. In 2019, Suspire accepted its first intern and thus began the organization’s relationship with local universities.

<p><i>Strengths</i></p> <ul style="list-style-type: none"> ● Location <ul style="list-style-type: none"> ○ In the heart of Chattanooga ○ Accessible to clients ● Media Presence <ul style="list-style-type: none"> ○ Twitter, Instagram, Facebook ○ Culturally relevant, timely posts ● Small size <ul style="list-style-type: none"> ○ Executive director is able to delegate tasks directly to interns and additional supporting staff ● Relationship to Community <ul style="list-style-type: none"> ○ Positive and intimate interactions with other business entities ○ Getting to know the organization is personal ● Versatility in practice <ul style="list-style-type: none"> ○ Client can be of any age, any presenting problem ○ Macro, mezzo, and micro client and community engagements 	<p><i>Weaknesses</i></p> <ul style="list-style-type: none"> ● Limited staff <ul style="list-style-type: none"> ○ Not enough staff to evenly divide tasks ○ Additional work falls on executive director ● Not enough community engagement <ul style="list-style-type: none"> ○ Organizational size and scope of practice is smaller than ● Hours of Operation <ul style="list-style-type: none"> ○ Clients are seen in the evening ○ Hours are short ● Visibility <ul style="list-style-type: none"> ○ Newly established organization with smaller client base ○ Media engagements unable to reach wider audience
<p><i>Opportunities</i></p> <ul style="list-style-type: none"> ● Utilize interns to fill in non-therapeutic tasks <ul style="list-style-type: none"> ○ Students will be with the organization for a duration of 7 - 8 months ○ Interns will commit to a minimum of 40hrs a month 	<p><i>Threats</i></p> <ul style="list-style-type: none"> ● Size of organization <ul style="list-style-type: none"> ○ Executive director and intern are responsible for all tasks ○ Opportunities for growth are diminished because of a lack of staff

<ul style="list-style-type: none"> ○ Manage social media accounts and create content ○ Assist in planning community events ○ Support executive director in contacting community organizations for annual events ○ Promote organizational mission and awareness on college campus ○ Conduct research on evidence based community interventions <ul style="list-style-type: none"> ■ Lead out in said interventions ○ Follow up with past, present, and future organizational partners ○ Fill gaps in the organization such as: filming crew, research assistant, event organizer, volunteer recruiter, and organizational ambassador ● Partnering with other mental health agencies allows for organizational visibility and resource knowledge <ul style="list-style-type: none"> ○ Ability to make referrals to community resources ○ Future partners in community events such as mental health fun fair, skill workshops, interviews, and discussion panels 	<ul style="list-style-type: none"> ● Intern experience/familiarity with various duties <ul style="list-style-type: none"> ○ Intern skill set may be narrow based on academic program and familiarity with media or group facilitation ○ Additional training may be needed ● Out of pocket expenses <ul style="list-style-type: none"> ○ Financial commitment to new programs and promotion come as a direct cost to the executive director ○ Absorbing the cost of expenditures in which participants fail to show up
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Using this SWOT analysis to determine future ways an intern can support Suspire initiatives, here are ways can be used to fill gaps in the organization:

- For the second annual Mental Health Fun Fair in September of 2020, the intern will be responsible for coordinating volunteers, generating media posts to promote awareness of the event, contacting event participants with detailed event information, and sharing surveys with participants to gauge the success of the event.

- Interns will be responsible for keeping an address book with information to contact past participants in the MHFF. They will be responsible for also drafting a letter/message to future partners.
- Online presence as well as community presence is important for this organization to gain traction and reach a wider audience. Interns coming from degrees such as mass communications and public relations would be best suited to promote Suspire's online presence, whereas social work and psychology interns would be best suited to assist in building therapeutic programs/curriculum with the executive director.
- Interns will have the opportunity to design and distribute organizational posters on college/university campuses, downtown Chattanooga, and across various social media platforms.
- Interns will be responsible for assisting the exec. director in designing and implementing new community engagements such as: Chattanooga Summer Picnic, Happy Healthy Holiday Bonfire, Coping Skills Workshop, and other community projects.
 - Chattanooga Summer Picnic: An opportunity for Suspire to partner with family restaurants/small businesses to discuss food insecurity, the importance of personal health, and ways to be healthy with residents of Chattanooga
 - Happy Healthy Holiday Bonfire: Suspire hosts a social event for Chattanooga residents to receive tips for managing mental health during the holidays. Event can feature mental health professionals on a panel, or simply holding conversations with guests.
 - Coping Skills Workshop: An intimate group of 10-12 people who attend a workshop for them to build effective coping skills. May take the form of a journaling event, hobby workshop, or open discussion.
 - Additional events can include hosting community art initiatives to beautify downtown with chalk art, demonstrating simple recipes for people to try with their families, teaching soft skills in short videos (IG TV, Youtube, Highlights).