

will be best. This leads to the next step which is making them feel good. This does not mean to flatter them, but instead, encourage them by letting them know their advice is great and the directors will look forward to seeing this project up and going. The last step is to tailor the communication style being used. This means taking the time to find out what are the best ways to communicate with different individuals such as, text messages, emails, phone calls, or being face-to-face in a meeting. After taking the time to consider these 7 steps, one may now be able to deal with the negativity that may come when presenting a project to the stakeholders.

SWOT Analysis

This program's strengths include having 5 founding members of the project who will have MSW degrees at the time of starting the program and will have experience in case management, clinical social work, and research. In addition to this, the program will have the strength of several licensed case managers and therapists to offer their experience and skills to the program. Another strength of the program is the partnering organizations for parts of the initiative such as Mental Health Co-Op, support from the city of Chattanooga, the Mayor, and others in the community. In addition to this, strengths include the ability to apply for many eligible grants from both the state and federal government as well as directly from United Way. Other strengths include a building to provide housing, and a building to provide therapy, support groups, and case management. Evidence-based practices for mental health treatment and case management are an additional strength to this program

This program's weaknesses include no experience in developing a program. Although the directors will have MSW degrees and experience in case management, clinical social work, and research, they lack some of the knowledge of trial and error when it comes to developing programs. The directors will rely on each other and do not have a leader with this experience. In addition to this, another weakness may be a lack of funding to get all the resources needed to provide housing, therapy, support groups, and case management. Another potential weakness could be that there is a lack of knowledge of knowing what resources are available to us since this is our first time developing a program of this sort.

Some opportunities for this program are that there is a homeless and housing insecure population (2015) in Hamilton County, TN and there are not enough resources to provide housing for all of them so this program fills a specific need (2018). In addition to this, there is a population of uninsured people and underinsured people in Hamilton County who struggle to afford prescriptions and/or mental health treatment so there is an opportunity to reach this population (2018). A political factor that may be an opportunity for this program is that the program proposal may get support from the City of Chattanooga and specifically the Mayor, as reducing homelessness may not only benefit the goals of the program but also benefit the Mayor with potential re-elections. A cultural factor worth noting is that there are many Christian churches and religious communities in general in the Hamilton County area who do charitable work and donate to local programs, so this can benefit the program in fundraising (Walton, 2017).

Potential threats to the program may be due to the comprehensive approach towards addressing client needs. Hamilton County Community Development will have ownership over improving the quality of life in the City of Chattanooga and Hamilton County. The provision of resources from United Way can collide with specific grant qualifications needed to receive funding for the program. Other resources may fear that there is too much overlap in the programs or that there may be issues with collaboration. Mental Health Co-op may see higher capabilities as a stand-alone service agency rather than in this comprehensive program development.

Other resources that use rental properties may be a threat to the program. The United States Department of Housing and urban development may propose to expand rental properties for other housing insecure populations. HUD is a competitor factor that may interfere with the expansion of the program. The distribution of quality work from local therapists and case managers could be threatened if proper compensation, as well as a supportive work environment, is not provided and maintained. Having an integrated communal living environment requires governmental grants to have all requirements met with documentation of audits. Any threat to the distribution of grants due to the economy may interfere with the program.

Some strengths that can be used include the founding members being MSW professionals and utilizing licensed case managers and therapists. This level of professionalism is a strength as it will utilize the applicable backgrounds to influence methods and ensure best practice. Another strength is including partnering organizations. This will be a strength as it brings multiple relevant perspectives to the table. Lastly, the ability to apply for many eligible grants, housing, therapy, and case management resources will strengthen this program as it offers vital resources to clients in need.

Much of the weakness involved in this program revolves around the lack of experience from the founding members. The lack of trial and error can be combated by consulting with experienced individuals who can offer advice. The possible lack of funding to receive all the resources needed could be addressed by educating multiple agencies on the work taking place to gain their support and partner with them.

When assessing the opportunities and how to exploit them, the homeless and housing insecure population can be exploited by addressing their need for housing. The lack of resources for housing will be exploited by researching how other cities address this issue. The uninsured population will be utilized by tailoring the resources to meet needs in a way they would be eligible for them without insurance. Founders will make the most of the possibility of mayor support by using his support to engage with more stakeholders and publicize the program. Lastly, religious organizations play a huge role in this community and will be used to gain financial support and refer the services to those in need.

Some threats that will need to be defended against include having a comprehensive approach towards addressing client needs. This threat will be defended by honing the goals of the program and making it as clear as possible. Issues with collaboration will be defended by having monthly meetings with agencies involved to assure everyone is on the same page and satisfied. There is also a threat for resources that use rental properties which will be addressed by maintaining government support. The threat of HUD should be addressed by keeping a concise goal and proper documentation. The threat of work quality lessening from therapists and case managers will be defended by providing fair compensation and support. The threat of being unable to maintain an integrated communal living environment will require defense through staying up to date on government grant and audit requirements.