

Strength	Weakness	Opportunity	Threat
Strong religious beliefs (4)	A lack of cultural religious diversity and tolerance	Career development within high schools	Separated families
Excellent education opportunities	Drugs continued because of nothing else to do	Culture getting better with outdoor activities and trying to improve	Unhealthy lifestyles
TCAT is an asset (3)	More drug education & awareness to improve problems	Each resident, City & County official responsible for a better Crossville	Family influence/values are influenced heavily by the economy, low wages tend to lead toward bad values
Prime location (3)	Need drug rehab facility locally, instead of having to go out of town (2)	Diversity in jobs	Sense of entitlement in the workforce
I-40 between major cities, centrally located	Drug abuse (8)	Diversity in community	Lack of work ethics among population
Tourism needs to be supported and increased to maintain revenues	Increased domestic violence (3)	Diversity in government	Lifestyle not good, lack of opportunity & activities
Strong arts community	Decline in family values	More awareness of improvements & opportunities	There is a belief that government fixes problems (accepted poverty)
tnPromise (6)	Poverty	Increase community related events	Continue to cycle toward obesity if we don't increase activities on proper foods & exercise
Strong tourism (2)	Lack of cohesion	Create job opportunities with living wages	Will severely limit our workforce in the future if we don't add 2nd & 3rd shift child care facilities (3)
Golf capital is a strong position	Lack of vision, direction, plan	Promote work ethic at early age	Residents give up faith for change after stopped many times
Increasing desire to improve	Lack work ethic & basic skills (2)	More community events (2)	
Natural resources are asset	High crime rate (2)	Community wellness programs for young people are needed	Decline in cultural activities

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Entertainment rich community (3)	Lack of integrity	Change in leadership past 5 years has helped	Lack of middle class awareness of those who are in a cycle of drugs, domestic violence abuse
ReConnect program	Broken families (2)	Attract different cultures to develop a more diverse population	Losing the effectiveness of our Christian values
Wonderful volunteers	Low expectations	More art & music festivals (2)	Greater lack of responsibility
Palace, Library, Playhouse, Rec Park are assets (3)	Lack of community cohesion	Marketing the community to more mature population	Losing our young people
Great non profit resources	Unhealthy lifestyles	Community center & indoor rec park needed (3)	Losing teachers
Healthy pace of life	Youth activities	Summer camps	Losing younger population
High quality of life (2)	Low morals	Strengthen the family unit	Losing quality of workforce to drug use
Affordability	Lack of respect	More events for different age groups	Continuing to support lifestyles, beliefs, and family influences
Climate	Lack positive family influence, involvement	More diversity & community involvement	Dysfunctional families
Summer outdoor recreation opportunities	Lack of education workforce	Education early in school	Citizens leave to find work and return to retire
Community involvement	Lack of community wide activities	Increase trades training and recruit necessary jobs to use the skills	Low funding for education
Small town lifestyle	Lack of diversified jobs & white collar jobs	Increase classes at TCAT	Low taxes
Casual, friendly people	Lack of counseling	Better cooperation of all people	Lack of career development at middle school level
Strong family influence (5)	Lack of poverty, hunger programs	Promotion of events	Fear of change/denial that Crossville doesn't have any "issues"
Clean air & water	Lack of work ethic (4)	Need affordable child care (2)	Negative images

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Family-oriented (2)	Lack of public transportation	Need for more entertainment	Education & career opportunities misaligned
Recreation opportunities	Lack of quality, public child care	More restaurants	Cycle of drugs & domestic violence
Kind community	Drug use controls many families	More factories, industry	
Safety	Hard to control outside of school	Increase base of educational/career development	Grandparents are taking the role of parents for grandchildren (4)
Good citizen volunteers	Not investing in future	Increase varied courses at RSCC	Parents in a poverty situation don't see value in following up on homework, projects, daily folders, etc.
New people, new values	Inability/lack of desire to complete a program	Cumberland Business Incubator	Too much demand on teachers to teach manners, work ethic, behaviors
Competitive tax rate	Chamber and County do not work together	Embrace diversity as a community value	A shortage of skilled medical/technical workforce
Crossville Memorial Airport	Employees cannot pass drug screen	Higher expectations/demand excellence including from local government	Athletic achievements get more attention in the media than academic achievements (i.e. picture in the paper with the whole family and coaches)
Golf, Lakes, Softball, Soccer	A shortage of 24 hour medical walk in clinics	Invite those who move/retire here for ideas	Childcare cost does not equal earned pay
Different from other communities through arts & entertainment venues (restaurants, shopping, music)	Lack of childcare (2)	Increase family friendly events at Fairgrounds	Child care essential
Strong values & support (2)	Lack of face to face communication due to today's technology use	Promote more personal interactions and reduce social media	Some parents put meth in baby bottles

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High values	Lack of confidence in local hospital	Create stronger relationship between retirees & young people	Kids bringing drugs to school
Positive family influence affects academic ability	More recreation opportunities for kids/families needed	Educate children about dangers of drugs	Drugs more sophisticated now
Local educators at Pleasant Hill are well respected	Can smell drugs on kids as they exit the bus	Youth programs	Community volunteers handling family support issues
There is an abundance of natural treasures	Cumberland County stereotyped as being sheltered, so drugs are easily hidden	Have pride in community	"Mom and Dad don't work, so I don't have to" seems to be the attitude of some children
Self worth and pride in our community	Lack of respect for self and others	Increase community involvement	Moving towards religious extremes
Strong, positive family influence	Families without internet are left behind	Build up, encourage, train young people	If not willing to change, not going anywhere
Members have strong family identity	Pre-K has to be funded, more kids need it	Competitive recruitment for industry/business	There is less personal interaction because of social media
Strong work ethic	Lack of infrastructure	Increase accountability	We're losing our ability to communicate with each other on a personal level
Pride in community (2)	Community is adversely affected by drugs	Higher expectations/demand excellence including from local government	Traditional family organization has changed. Grandparents and other family members raising children that aren't theirs (2)
Religion has now and always had strong influence in Crab Orchard	Lack of community interest between generations	Higher educated/better prepared workforce	Generational differences
Religion is a main factor in the fiber of the community	Lack of trust	Create diverse career opportunities	Workforce is directly related to the ups and downs of the local rock market and future opportunities are not as abundant (Crab Orchard)

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There is optimism in the education process	Drugs influence on kids	Create a focus on basic education in early grades	Many desire to remain as they are and not have outside influence
Postiive influence from local elected officials	Bad that prayer is out of schools	Recruit more industry & higher paying jobs	Crab Orchard lost head start program and medical clinic
Christianity is important, Country formed based on God/religion	Workforce is an issue	Put money where values are	Social services declining
Workforce increasing	Few can pass a drug test	Need childcare at Phoenix School	Social groups declining (i.e. VFW, Senior Citizens)
Influence by family structure & churches	Unhealthy eating habits	If we can keep students motivated, greater potential-help them get over what they are facing outside of school	No one takes responsibility (i.e. people know about drug use & production but won't report to authorities for fear of retaliation)
Still have strong values	Lifestyles-family values lacking	Need to raise taxes	Media overemphasizes the negativity of Crab Orchard
Strong church support	Lacking work ethic	See educators as professionals such as doctors, attorneys, engineers, ministers (see more positive)	Moving backwards
Banks support community financially	Lack of responsibility	Explain/show citizens what hard work can bring	Few opportunities because of rock quarry jobs declining (Crab Orchard)
Large religious presence	Not all school equitable in resources & employees	Better hospital	Not making progress
Playhouse is positive	Childcare-lack of facilities	Better parks	Kids don't listen, think they know more
State Park good asset	Fragmented community (i.e. Fairfield Glade, Tansi vs. downtown, etc.)	Put recreational facilities within communities	Parents letting drugs be more important than kids, grandparents raising grandchildren

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Cumberland County Fair, 4-H, agriculture good assets	Issue with domestic violence	Need better relation with citizens and law enforcements	Kids don't realize the harmfulness of drugs
Good work ethic	Prescription pill abuse (2)	Want to improve their identity and self image	Kids don't have as much faith as parents and they are turning away
Location big plus on transportation	Drug problem affecting workforce	Infrastructure improved and everyone working together	There's more abuse than we hear about
Higher education very good for community	Values declining	Want more recognition of Crab Orchard's issues from County elected officials	Emotional abuse as bad in some ways as physical abuse
Good parks, Playhouse, Palace Theatre	Family influences declining	Crab Orchard needs to be a destination for restaurants and bed & breakfast inns	Bullying worse these days
Playhouse is active in community	Standards are being lowered	Want Crab Orchard Elementary to be a leader of the county school system	Obesity (2)
There is a good ARTS presence in Pleasant Hill	Lack of parenting	Need innovation and young people to further their education	Lack of value system, everybody for themselves, no connection
Good presence with Cumberland County Playhouse & Cumberland County Film Society	Weak support of school system	Desire more vocational training	No expectations as a community
UCARTS support is excellent	Not enough family influence for values	Opportunities to honor Crab Orchard's beauty	Elderly being abused, not making public aware
Entertainment opportunities (Playhouse) excellent	Community of Christian values is divided	Further education opportunities	Does community really value education?
Library is doing a good job	No value in higher education	Education very important	Deterioration of school properties
Proud people	County only advertises for retirement (golf)	Dual enrollment reommended	Lack of revenue (for governments)
Strong family influence, positive & negative	No industry	Should invest more in kids	Do not value education (i.e. funding at bare minimum)

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Diverse lifestyles	Under educated workforce	Questions about incentives for companies	Unfounded educational mandates
Strong community of churches	Lack of ambition	More activities for kids needed	Underfunded basic education
School is the focal point, playing role of town center-families focused on school events	Lack of emphasis on education	City bus system is needed	Property taxes lowest in State (not necessarily a good thing)
Police department is polite & helpful	Access to healthcare for youth and young families is limited (premiums are too high)	Encourage more interaction between different nationalities	Alcohol & drugs available and cheaper to attain
Neighborhoodly influence is good	Issue with domestic violence and drug abuse	Need to take more pride in community & what we're trying to do, also need more individual pride	Lots of addiction, but lots of help available
Churches are helpful	A high use of tobacco among population	Don't know how effective agencies are in helping	Low expectations
Strong law enforcement	A lot of drugs	Not fully aware of outside agencies that can help	There is a division of government entities, "turf"
Two good high schools	Lack of vision for the future	Want to work together as a community	Theory that it was good enough for me, then good enough for children
Career Center good asset, gives advice, answers questions	No infrastructure ready for industry	Would like to see more teamwork	Low expectations, students start out having high expectations but diminishes over time
Senior Center is home away from home	Drastically changing lifestyle for the worse	Want elected officials to get more involved	Benefits by government are eroding motivation
Senior Center valuable asset to community	More young people depending on parents for support	Need to keep our core values	Getting junked out on yard sales & fried pies
Churches provide activities for families	Beliefs are weak	Parents should encourage kids to get educated	Not enough variance in beliefs (religious), close minded
Centennial Park has a lot to offer	Apathy	Community should interact more together	Wasteful lifestyle
Theatre, library are great assets	Not wanting to participate		

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Best library--offers varied classes that are free	Non-traditional families, less influence from families	Continue cleanup of drug issues, stronger sentencing for drugs & domestic violence	Family over worked
Library offers a lot of cultural programs	More home school students	Families without children in the home are left out, often turn to church	Lack of public regard for public safety
Strong religion as a community	Employees "unbanked", do not have checking accounts-causes issues for employers with direct deposit	There is a need for local churches to step up & mingle with community and not just their congregation	Family structure getting younger, median age is young (kids having kids)
Churches maintain a presence	Math skills lacking	Need to be healthier	Jobs are mostly lower paying service jobs
Quality healthcare facilities	Inability to recruit jobs	Partners-education & business/community	Close-minded, possibly based on insecurity
Younger generation more open to new ideas, more accepting of change	Unattractive to businesses	Churches & support are available	Vast cultural differences
Great location for industry	Kids have no responsibilities	Need programs for drug abuse-rehab	No change for youth, younger may get worse
There are a lot of opportunities for education, great potential	Sectionalized community	To develop change, churches/civic groups organize to raise expectations for success	Family influence for government assistance
Strong parental support at Homestead Elementary--would be good if whole community were as active	Lack of transparency	Need community pride, support & education	Employees jump from job to job
Palace Theatre great for the community	Low family influence	Need higher values, morals	Employer doesn't want to take the time to train employees
	Jobs are stagnant	Develop & teach strong character traits in schools starting in Pre-K	Schools cutting programs and basic skills courses getting left out

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	There is a lack of jobs	Want character & behavior traits taught in school to bleed over in parents & guardians (i.e. develop better family influences)	Lack of child care, unaffordable in relation to median wage
	Lack of mentoring	We want to be known as a premier community that everyone wants to move to	2nd & 3rd shift daycare needed
	Lack of work force creative training	We want to be proactive, instead of reactive	Lack of affordable health program
	We have a work force problem	Job shadowing & field trips to factories for students	After/before school care lacking
	Rising crime	Need to provide mental help, evaluation, treatment, rehab services	Negative direction
	Low wages	Want more social events for kids	More torn families
	We have a problem with emergency services	Need more transportation to events	Increased dependency on government assistance
	Lack of code enforcement	More than the Golf Capital of Tennessee	Family values dropping
	Bad drug addiction problem	Community based volunteers for youth	Lack of respect
	Lack of communication between the government and the people	Cultural mentors	Parents aren't around much
	Lack of good, clean restaurants	Professionals to motivate youth	Insufficient career jobs with living jobs
	Low family morals & family expectations	Community having conversations-getting heads out of sand, dealing with issues/problems	Lack of opportunities for minorities
	Lack of community involvement/participation	Education key to improving	Certain areas of town are more prone to drug/crime activities

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	Childcare is expensive	Positive mentoring needed in community	Kids have higher influence on parents
	Hospital needs improvements	K-12, RSCC, TCAT, tnPromise provide mentoring	Churches have lost direction/focus (God is in the back seat)
	Healthcare is bad	tnPromise program is positive	Military personnel need to be able to get a job
	Do not have necessary amenities to offer industries	TCAT is contributing to workforce	Older generation set in traditions, i.e. Southern traditions, small community
	Too focused on retirement & golf capital, we are more than these things	Blue collar jobs becoming more valuable	Family dynamic is changing, grandparents raising grandchildren, single parent homes
	Every little town has drug issues	Need marketing ads to promote changes underway	Centered on "car culture", bicycles not being implemented into transportation plans
	Lost true meaning of "community"	Weekly mayoral broadcasts (twitter, Facebook, Instagram) needed	Losing jobs, losing students after graduation
	Lack of quality, affordable child care	SMHS Theatre asset to community, provides a lot of entertainment options	Educators expected to do more than teach (manners, clothing, life skills, etc.)
	Rely too much on educators to teach soft skills	Community traditions getting stronger	Zero expectations as a community
	Loss of Ficosa affecting families	Close knit family environment needed that is not provided by the school	Concerned about future LGBT regulations
	Lazy societ, want instant gratification	Healthcare needs improvement	Until people decide to make a change, no change is in the future

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	Not as many things for kids to do	Healthcare is improving	If we don't invest more in education, there's nothing in our future
	Addiction major problem every day	Trying to include children of a wider community in activities	County not prepared for industry
	Drugs starting at an earlier age	Trying to develop relationships with children	Not teaching work ethic
	Transportation is an issue	Train for diversity/values	Decline in beliefs
	Not any opportunities for families to volunteer together	Train for work ethic and self worth in schools	Family traditions changing
	Lack of opportunities for families to create "community"	Be ready for industry wth infrastructure	No availability of jobs
	Mom & Dad together in the home is rare	Better educated workforce to draw jobs	No incentive to get a job
	Lack of peer mentoring	Need better payscale	No jobs for visually impaired
	Hard to find quality employees	Stronger official industry recruitment	Society as a whole more interested in other activities than church
	School field trips being limited because of budget cuts	Transportation system	Kids getting bored, so getting into trouble
	Turning into retirement community, retirees do contribute but community needs more diversity	Eliminate domestic violence	Expectations for the most part are high, but there's a strong minority that don't have expectations and do not want to work
	We are complacent	More emphasis on arts, music, humanities, etc.	Lack of pride in their work
	Rent is high in our community in comparison to wages, hard for singles & families	Support Cumberland County Playhouse and any entity that supports education	No respect for elected officials

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	Majority of community thinks government not doing anything to attract industry-need more communication	More emphasis on social skills to enhance potential	Thrive on negativity
	No childcare for 2nd & 3rd shift	More education will draw better healthcare	Negative websites/blogs are destructive
	Families having to make choices between family time and higher pay	More support for Art Circle Public Library	Stereotype of small town needs to change (uneducated and "redneck")
	State of complacency	More drug rehab	Disturbed by CMC's poor reputation
	Less family influence	Need food distribution program to all communities	Families feel pressure due to hectic schedules
	Beliefs need to be stronger	Better coordination by community leaders	Temp agencies hurting career development-some get jobs through these agencies just to get a paycheck. It hurts local workers
	Too much technology	More emphasis on the ARTS to pull all economic groups together	Going to Wal-Mart is now a family event because of lack of things to do
	Education system is the pits	More teaching or support on relationships at a younger age	Facebook/social media is the devil
	Big problem with drugs	Need to change for things to improve	Change is scary
	Parents on drugs	More dependency on others	Lifestyles too materialistic
	Strong sense of entitlement	Having to train workforce to work	No incentives for kids
		Employers need to spend more time with temp employees	Losing jobs to Mexico
			Education system is data mining

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		Want to have a community of strong families that care for their children and able to feed their children	Rules prohibit change
		Want more structure in families	Not teaching our kids the Constitution
		Want more respect within families	Government destroying traditions & expectations
		Want more community service, make mandatory	Would like an education system that doesn't dumb our students down
		Need employers that are patient and will train employees as opposed to getting another temp employee	Stop data mining, it takes away from education
		Teach kids skills other than passing a test	
		Education system and human resource managers to form an alliance to communicate what skills are needed	
		Develop young adults so that when they are 18, they have basic life skills. Also realizing that just because a person is 18, doesn't mean they are magically ready for the real world	
		Churches should be involved in teaching basic life skills, especially money management	
		Reliable healthcare	
		More medical specialists locally	

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		More Veterans' service locally	
		Hopefully younger generation is needed, a feeling that they have a future	
		Opportunistic work environment with growth and advancement is desired	
		Need Veterans' Administration represented here	
		Need a more pro active criminal justice system	
		Need public transportation (2)	
		Need doctors' offices to be open on weekends	
		Need more programs relating to domestic violence	
		Not enough space/facilities/transportation for seniors	
		Need more restaurants (2)	
		Need more medical specialists locally	
		There are a lot of programs for addiction	
		Need for a Senior Housing Development, not assisted living but a senior community	
		Need to make town more inviting	
		Need childcare for 2nd & 3rd shift	
		Need clinics open on weekends	

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		More education for domestic violence/addiction (eradicate it)	
		Need downtown enhancement	
		Need to implement bicycle lanes on 127N	
		Children need more free, safe entertainment options	
		Education could attract industry if funded properly	
		Employers need to spend more time training employees	
		More Pre-K classes would help alleviate child care issues	
		Want family values, education, community all entwined	
		Want to be a premier County that people want to move to because of industry, education, and recreation	
		Want to be a destination stop	
		Capitalize on those already attending activities in Cumberland County, such as the Playhouse and offer them other activities and/or overnight package deals	
		A community of citizens that accept responsibility	
		Appreciate cultural & historical heritage, preserve homes with historical value	
		Lots of retirees	

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		Need convention facilities	
		Parents need help/skills for raising kids, even the best parents aren't perfect	
		Education increasing but need jobs to employ graduates	
		Healthcare community needs more specialists locally	
		Promote community for future generation, want it to be better for our kids	
		Teach children to serve their communities	
		Want improved healthcare	
		Want improved payscale	
		Want residents to be compassionate about others regardless of skin color, religion, etc.	
		Children could learn from the different professions represented in the County	
		Should teach children to help others by being an example	
		We shop locally as much as possible	
		Festivals like Depot Days needed	
		Upgrading appearance of downtown is important	

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		Pride in community, but want it to be better	
		Changes need to be made to bump our community to the next level	
		Crossville is more than golf & retirees	
		More at home jobs needed because affordable, trustworthy childcare is an issue	
		Everybody has to be on the train for positive change	
		Need to turn TVs off	
		Need an election to fix problems	