

SWOT Analysis: Lambda Archives of San Diego

4545 Park Blvd.

Suite 104

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Monday-Thursday

10:00 am-2:00 pm

Strengths

What do you do well?

This archive is the only archive in San Diego that is primarily focused on material from the LGBTQ+ movement. They organize events for the LGBTQ+ including; marches in San Diego, rallies, and the significant the significant “Walking tour in Hillcrest.” This is a walk that guides members interested in the LBGTQ+ movement to the significant hotspots in Hillcrest. Hillcrest is an area in San Diego that hosts many businesses and tourist attractions for the LGBTQ+ community.

What unique resources can you draw on?

They have one of the largest collections of bisexual documentation. This includes; literature, documentation, paintings, business transactions with businesses that endorsed the bisexual community (including Hillcrest). Most of these materials come from two individuals. One of them was Dr. Fritz Klein, a sex research who attended the University of Columbia and was a refugee from Germany during WWII. The other individual was Dr. Regina Reinhardt who was also from Germany and graduated in San Diego State University. Both collections contain psychological analysis of bisexual behavior. There is also the Doug Moore collection of San

Diego Pride which is one of the largest collections of San Diego Pride history if not the largest in the world. These and other materials are being made available on digital, oral and transcript archives on the official Lambda Archives of San Diego website.

What do others see as your strength?

Visitors of the museum/archive building see a mass of academic material useable for students in universities nearby. Students often enter the building for that reason specifically whether it's for academic or civil rights material. Much of the older visitors are often satisfied with the fact that there are records for the community available in a city like San Diego which mostly talks about the pride of the United States Naval location of Coronado Island. The older citizens can see that their history is being acknowledged in the LGBTQ+ community.

Weaknesses

What could you improve?

The museum/archive building is not in a very visible or accessible place. They do not have their own parking lot and finding the building is also tricky for new visitors of the museum and records building. One of volunteers I spoke to said that the area was publicly available, but not in plain sight for visitors looking for the area. Their Facebook page barely has any followers and does not have a significant following.

Where do you have fewer resource?

There is a relatively small staff and the museum and most of the staff is composed of Library Science Masters. They also must rely on volunteer hours from individuals to do most of the tedious tasks such cataloguing files, digitizing the records to their online database, and transcripts for audio interviews with members of the LGBTQ+ community who donated their

time and material to the building. Being a non-profit museum, they rely on donations which does help with the equipment, but not with the man power required to the former tasks mentioned.

What are others likely to see as weaknesses?

There interviewee declined to respond to this question. However, based on my observations of the location, they do have a small setup of display items for a museum, but there are also bookcases in the background which distracts from the view of a museum aesthetic. I did often have to look carefully into the bookcases to find that some of the materials were not specifically categorized. There was a section that held a sample of the Doug Moore collection.

Opportunities

What good opportunities are open to you?

This institution mostly takes advantage of LGBTQ+ events in San Diego and tries to record those events. This was the theme of the Doug Moore collection and they have continued his goal of recording every pride movement in San Diego.

What trends could you take advantage of?

Ken Selnick (2018, September 19) said in his interview that they do not necessarily take advantage of any trends because they are short staffed. His reasoning was that because there is still so much work to do with the digitization, the transcripts and other processes of appraisal, that there was little time for searching a popular trend for their building to reach out there.

How can you turn your strengths into opportunities?

I honestly think their only active opportunity in this building is the “Walk tour in Hillcrest”. They lend their source materials to the universities in San Diego.

Threats

What trends can harm you?

Since the Lambda Archives organization does not follow any specific trends, they do not suffer any lash backs from following one. That is probably the main reason that they are low key and not too visible to the public. By not following any business trends, they also do not reap the benefits of any specific trend.

What is your competition doing?

According to Ken Selnick (2018, September 19) they do not have any competition in San Diego for a LGBTQ+ archives that would undermine them. He really cannot imagine a competition setting up shop in San Diego to compete with their organization.

What threats do your weaknesses expose you to?

After analyzing the building, I did not necessarily see any areas of the building that would be particularly vulnerable. You can argue that is the weakness of the building is that it is not entirely visible. You do have a grand frame that shows that the building is there, but finding the building is not so simple. I went through three doors into three different rooms until I found the correct room.

References

Lambda Archives of San Diego. (n.d.). Lambda Archives of San Diego. Retrieved from <https://lambdaarchives.org/>