

ALIGNMENT

Strength

- regular attendance
- Good food
- Field trips
- more interaction
- great speaker
- communications to members

Weakness

- Lack of attendance (engagement)
- ability to get speaker
- Lack of good comm. to members
- Siloed history / knowledge

Opportunity

- mix of locations
- assorted topics
- scheduling mtgs well in advance
- collaborate w/ other chapters

Threats

- distance
- retiring members
- budget
- lack of support from employers
- new technology - staying current