

STRENGTHS

PROGRESS

GOALS DEFINED
CLEAR PATH DEFINED
COMMUNICATION - GOOD
- USING ALL TYPES
USE TECHNOLOGY THAT
YOU HAVE
RECOGNITION PROGRAMS
CELEBRATING SUCCESSES

OPPORTUNITIES

USE OF TECHNOLOGY
COMMUNICATION -
- DETERMINE AUDIENCE NEED
LARGER CHAPTER HELPING
OR SUPPORTING SMALLER
CHAPTERS

WEAKNESSES

LIMITED RESOURCES
USE OF TECHNOLOGY
COMMUNICATION - POOR
- LACK OF, WRONG TYPE
FAILURE TO CHANGE TO NEW
SUGGESTIONS
ASKING SAME QUESTIONS
LACK OF FUNDS

THREATS

RESISTANCE TO CHANGE
OTHER MEMBERSHIPS
EMPLOYER SUPPORT/FUNDING
BOARD BURN OUT - DROP OUT
OR REPLACEMENT
NEGATIVITY / "CLICKS"