

GROWTH

STRENGTHS

Skills of Current Members
Good Planning
Engaging
Using business partners
Lots of visibility / Social Media
Offering skills to community

OPPORTUNITIES

Broader Education

Future Goals
Social Media / Technology
Taking advantage of Member Strengths
Advertising
Bring in a diverse group
Promote member success stories
Business partner relationships
Community Outreach Projects
Networking / Conferences

WEAKNESS

Lack of Communication
Lack of Board Variety / Diversity
No Outreach
No Direction
No New Ideas / Too much repetition
Lack of resources
Behind on industry trends

THREATS

Ageing Population
Lack of Technology / Knowledge
Generation Gap
Lack of response to outreach
No feedback
Not current
Budgets