

Strengths

- First meeting free
- Member pins
- New member baskets
- Point System
- Certificates - some sent to employers
- "New member of the Year"
- End-of-year parties & Holidays
- Community engagement
 - Publicly announce engagement

Opportunities

- Engage members who aren't regular attendees
- Pay attention to the O99 form
- Introductions:
 - 1st, 2nd, 3rd times
 - Introduce industry
 - "Match maker"
 - "Why did you join? What value do you see from ARMA?"
- Mentorship Program

Weaknesses

- Introductions @ meetings
 - online + webinar
- Lack of Certification support
- Voice contact vs Social Media
 - Communication of value

Threats

- Cliques
- Competing w/ job & personal life
- ✗ They'll leave if they aren't appreciated ✗
- Not following up on feedback