

2010 OCTOBER BOARD MEETING SWOT EXERCISE

STRENGTHS

Reunion
Traveling Meetings
Social Connection/Volunteerism
Canal Record/Reporters
Relationship w/Museum
Website
Face book
LinkedIn
Board Communications
Fiscal Responsibility
Technology/Computer
Value to Membership

WEAKNESSES

Database tied to financials
Online link to Data Base – Registration/Payments
Ability to “blast” e-mails to members
Lack of Attendee List/Class for Reunions
Membership – Growth, Apathy, Retention

OPPORTUNITIES

Purchase a permanent location for Society
Print Font for Printed Materials (Make Larger)
Emails not combined w/Names in Directory
Regional Representative
Grow Building Fund
Society – Increased Sponsorship
Posting of Events
Society Calendar – Fundraiser
Grow Membership
Value for Extended Membership Renewal
(Non-traditional Membership Recruitment)
Succession Planning
Increase Leverage Technology

THREATS

Economy
Membership Retention
Membership Criteria

10/23/10