

2009 APRIL BOARD MEETING SWOT EXERCISE

STRENGTHS

DIRECTOR-AT-LARGE
FEEDBACK FROM MEMBERS (SURVEY)
S W O T
TECHNOLOGY ENHANCEMENT
MORE OF A BUSINESS APPROACH (BOARD)
FINANCIAL ACCOUNTABILITY
BYLAWS – REVISIONS – TIMING
CULTURAL SEMINARS

WEAKNESSES

DATABASE (ENHANCE FEATURES)
USE OF EMAILS TO MEMBERS (BLAST)
VOTING PARTICIPATION – MEMBERS
MARKETING & RECRUITMENT
EVENTS FOR YOUNG MEMBERS
REVIEW PROCESS (PROOF) RECORD
SAME VOLUNTEERS

OPPORTUNITY

MEMBERSHIPS
MILITARY RECRUITMENT
FACEBOOK
ACTIVITY DIRECTOR @ REUNION (KID PROGRAMS & ADULT GAMES)
PAYPAL/ONLINE AUTOMATED PAYMENTS
COLOR RECORD
NEW LOCATION – OFFICE
COLLABORATIVE EFFORT W/MUSEUM
CALL FORMER MEMBERS – SURVEY RE-JOIN
PITCH MEMBERSHIP @ MINI-REUNIONS

THREATS

MEMBERSHIPS
INCREASED COSTS
WILLING BOARD MEMBERS
ECONOMY
PARTICIPATION AT REUNION

4/18/09