

How to Conduct a Chapter SWOT Analysis

Conducting a SWOT Analysis is an effective way for your chapter to identify the strengths, weaknesses, opportunities, and threats that are unique to your group. When carrying out a SWOT Analysis be realistic about your chapter and answer the questions honestly. Use the information that you pull together to focus your activities on areas where you are strong and where the greatest opportunities lie. Carrying out this analysis may be an eye-opener for your group and it may also bring to light things that you know about, but haven't yet discussed. When you are done you should have a better handle on what needs to be done to continue to make your chapter thrive. But remember, the most important thing about a SWOT Analysis is what you do with the information you gather!



CONDUCTING A SWOT ANALYSIS WITH YOUR CHAPTER'S BOARD

To carry out a SWOT Analysis at your Planning Meeting/Retreat, pose the following questions on flip chart paper and ask the Board to participate in a brainstorming session to come up with the answers. After you have completed the exercise discuss some of the answers that seemed to generate a noticeable response from the Board Members. Use the answers to develop your chapter plan for the coming year as well as a long-range plan over the next 2-5 years.

WHAT DO YOU THINK OUR CHAPTER'S GREATEST STRENGTHS ARE?

Consider the following:

- Do we hold timely and informative meetings?
- What do we do well?
- Do we communicate effectively with our members through meeting notices, emails, newsletters, and our Web site?
- Do we provide value to our local members?
- What do our members see as our strengths?

WHAT DO YOU THINK OUR CHAPTER'S GREATEST WEAKNESSES ARE?

Consider the following:

- What could we improve?
- What do we do badly?
- What should we avoid?
- What do our members see as our weaknesses?

WHAT DO YOU THINK ARE THE GREATEST OPPORTUNITIES FOR OUR CHAPTER?

Consider the following:

- What are other chapters doing that we are not?
- Do we take advantage of all of the resources that RIMS makes available for us?
- Have there been any changes in government policy related to our field that we could consider for a meeting topic?
- Are there a growing number of Associate members in our chapter?
- What has been in the news locally that relates to our industry?

WHAT THREATS DO YOU SEE THAT THE CHAPTER MAY HAVE TO FACE IN THE FUTURE?

Consider the following:

- What obstacles does our chapter face?
- What is our competition doing? (Other associations)
- Does our Board have a succession plan?
- Is our membership shrinking?

