**GROWTH**

**STRENGTHS**
- Skills of current members
- Good planning
- Engaging
- Using business partners
- Lots of visibility/social media
- Offering skills to community

**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

**OPPORTUNITIES**
- Broad education
- Future goals
- Social media/technology
- Taking advantage of member strengths
- Advertising
- Being in a diverse group
- Promote member success stories
- Business partnerships
- Community outreach projects
- Networking/conferences

**THREATS**
- Aging population
- Lack of technology/knowledge
- Generation gap
- Lack of response to outreach
- No feedback
- Not current
- Budgets