# BOD SWOT Analysis

## Strengths
- WHAT ARE THE ADVANTAGES? WHAT VALUABLE ASSETS & RESOURCES DO WE HAVE?
- WHAT DO MEMBERS IDENTIFY AS OUR STRENGTHS? INTERNAL & EXTERNAL FACTORS?

1. Share or practice Leadership skills
2. Increase members knowledge by hosting pharma/product theatres; sharing healthcare policy; GAPNA website
3. Involving others in Community
4. Attend National Conference ad ½ the price
5. Attend local conference free
6. Chapter Resources on National website
7. Commitment of other members- you are not alone!

## Weaknesses
- WHERE ARE WE VULNERABLE? WHAT COULD WE DO BETTER?
- WHAT DO WE RECEIVE COMPLAINTS ABOUT? INTERNAL OR EXTERNAL FACTORS THAT CAN CAUSE WEAKNESS

1. Competing priorities “life”
2. ? members feel original group is not welcoming
3. Depending on chapter – may fear not having sufficient support to carry out planned activities & left to “do it all yourself”.
4. Fear of the unknown. Not understanding responsibilities/time commitment.

## Opportunities
- WHAT OPPORTUNITIES CAN WE CAPITALIZE? INTERNAL & EXTERNAL FACTORS?

1. Work with SON to give extra credit is student serves on a board or planning committee etc.
2. Create other Student positions such as Secretary, Treasurer, Web, Health Affairs, photographer,
3. Offer a stipend for the position if the individual cannot attend the National Conference
4. Invite members to be on the monthly Chapter call
5. ? Survey Monkey asking members “why” they do not volunteer or “what” would help them volunteer
6. Create a Student Chapter (I believe Sue Siriani did this for MICNP)
7. Increase financial support to attend National conference.
8. Add paid secretarial services to assist with

## Threats
- ARE WEAKNESSES ABOVE MAKE US CRITICALLY VULNERABLE? ROADBLOCKS THAT EXIST TO BLOCK OUR PROGRESS? ANY ECONOMIC CONDITIONS THAT AFFECT VIABILITY? INTERNAL & EXTERNAL FACTORS?

1. No money for taking position
2. Politicized activities/actions can deter engagement (need to remember the focus is on advancing healthcare and wellbeing for older adults)
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<td>administrative assistance.</td>
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<td>9. Opportunity to network with other chapter presidents, board of directors, National staff</td>
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<td>10. Mentor for year prior to person taking over leadership position.</td>
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<td>11. Personal invitation to lead.</td>
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