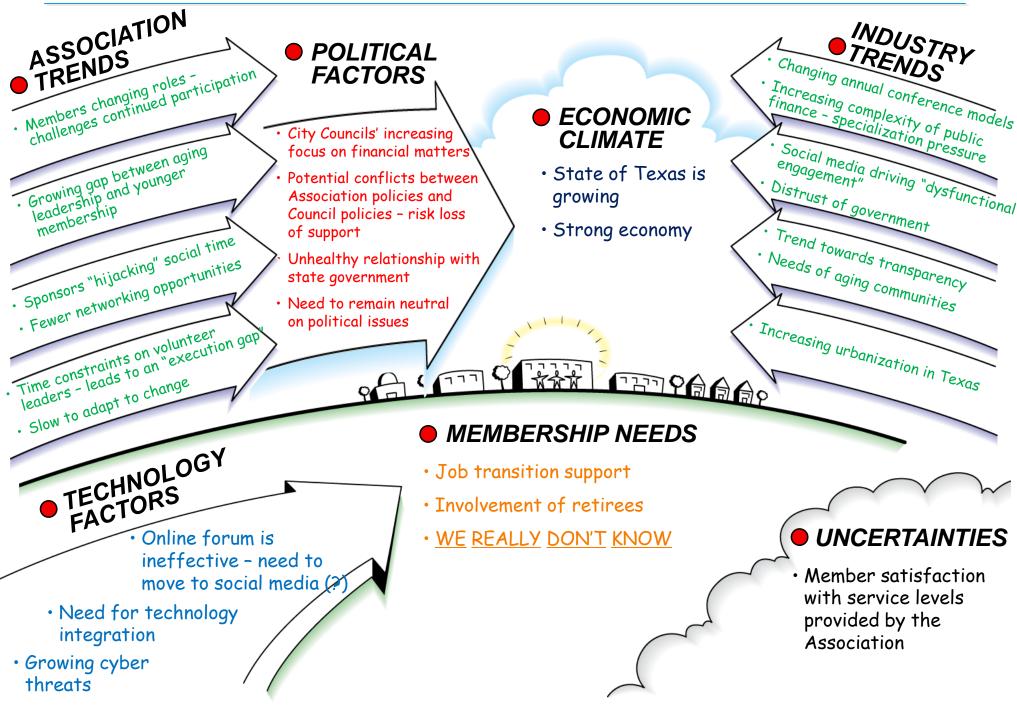
CONTEXT MAP

GFOAT





Develop

New Member

Packets

SWOT MATRIX

STRENGTHS

- Long tradition of engagement
- Networking opportunities
- Scope of educational offerings
- Experienced member base
- TML affiliation (administrative support)

WEAKNESSES

CURRENT / I NTERNAL

- Barriers to committee participation
- Trying to be everything to everyone
 - e.g. conference timing
- Letting external forces influence direction
 - e.g. State Legislature
- Struggle to engage new generation of membership
- Communication/engagement



Inactiveness

OPPORTUNITIES

strategic

everage

Technology

to Reach

Membershi

Use of Fund

Balance

Use retired

Reduce

Participation

Barriers

Experts to

support

Training &

Outreact

Raising funds to support the organization

Developa

Increase

rovide

cresh

Naterial Monthly

Specialized

Training

Offerings

Statewide

Mentorship

program

#CFO in Residence

Improve , conference,

Participation:

-save the date notices

Flip Board & comm

eeting times

Duties Responsibilities

to New Board &

communica

Website publicity

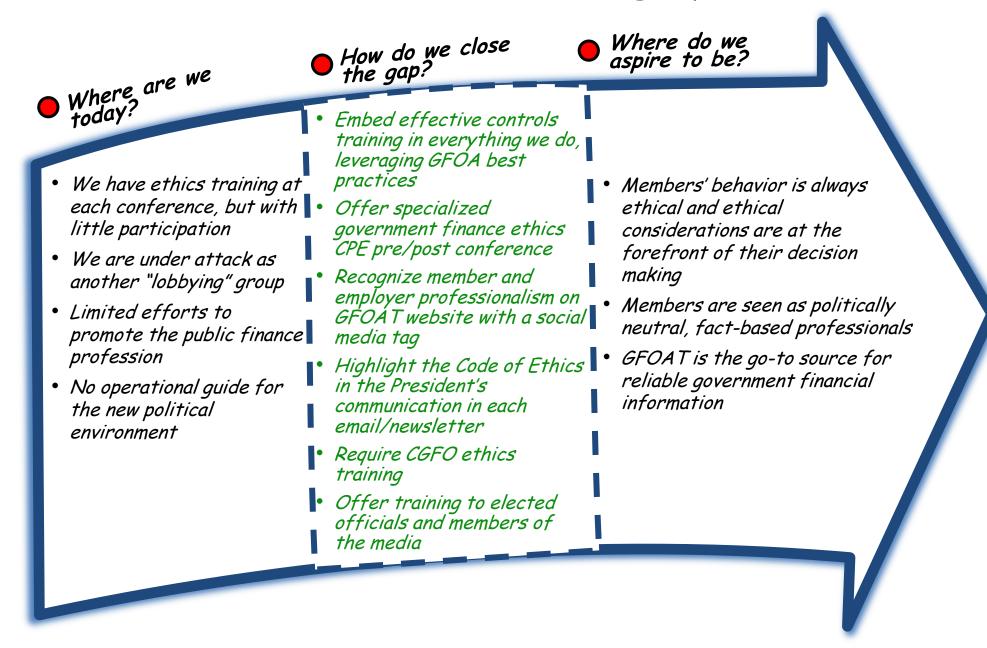
Loss of institutional Knowledge

- Not meeting diverse G member needs
 - Young vs. old
 - Big vs. little
 - Apathy

Constant, overwhelming change

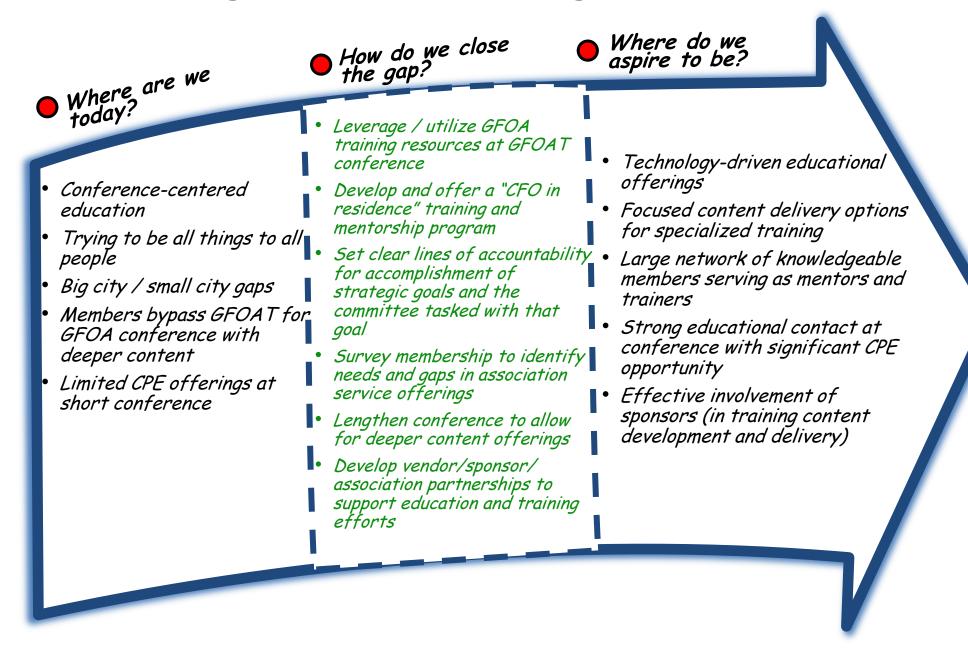


GOAL: <u>Reinforce Professionalism & Integrity</u>

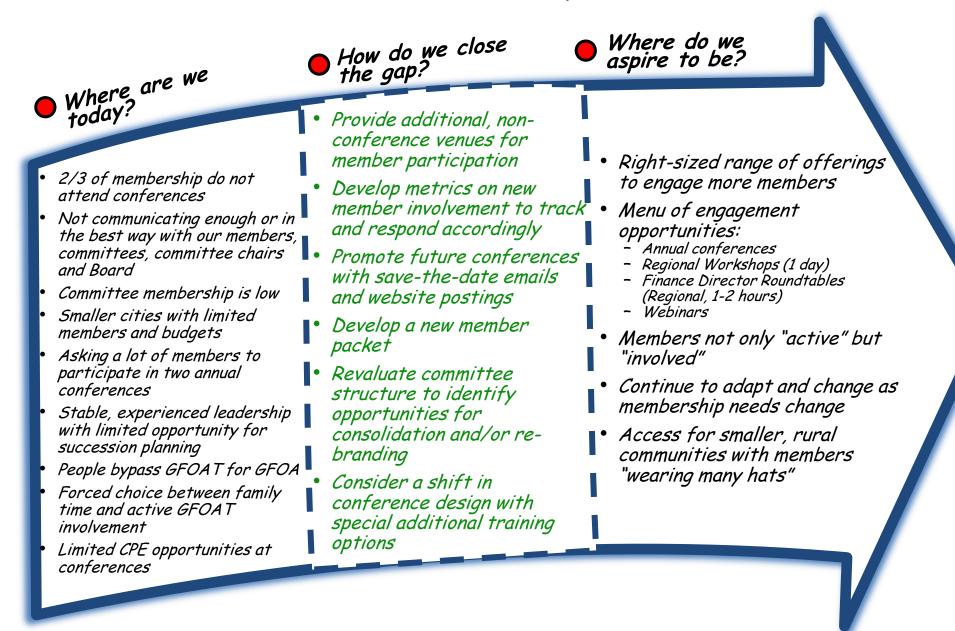




GOAL: Strengthen Member Knowledge & Skills



GOAL: Grow an ACTIVE Membership



GOAL: Develop Future Leaders

