Strengths:

* Assets:
	+ Membership numbers
	+ Diversity in membership professions
	+ Diversity in age of members. (mentoring new members. Younger members bring in new ideas)
	+ Knowledge and experience of older members.
	+ Longevity of the chapter.
* Known for?
	+ Being business minded.

Weaknesses:

* Not as social as other chapters?
* Remember to have fun, as well as being business minded.
* Division of responsibility. Spreading the responsibility across the chapter.
* Lack of participation in the chapter and community service events. Need bigger impact in the community.
* Chapter communication. Being clear and concise.
* Procrastination
* Commitment to the chapter
* Division within the chapter
* Being transparent and honest within the chapter

Opportunities:

* Changing our weaknesses into strengths = open communication, transparency and honest
* New year, new chapter.
* Regional, national and local leadership opportunities – regional officers in chapter
* Virtual setting = opportunity to increase chapter membership and participation.
* Diversity in professional backgrounds and ages that can reach a wide array of potential members.
* Knowing the goals of the individual members of the chapter and having the chapter support the members.
* Knowing the talents of each member and supporting the members by supporting their talents.
* R3 = reduce local dues for reactivation and transferring members due to let money being spent by the chapter.

Threat:

* Understanding the difference between handling business and personal issues.
* Personal drama being brought into the chapter
* Division of the chapter and lack of communication
* Outside forces from other chapters can cause problems for the chapter, as well as internal issues that go unresolved.
* Unhappy Sorors aren’t going to the source of the issue to handle the issue.
* Being unwilling to adapt or embrace new ideas
* Holding grudges
* Internal negativity being released to external members

Goals:

Resolve internal communication issues – Short term (2-3 months)

 Speak now or forever hold your peace talk.

In order to be effective, everyone need to examine their level of commitment to show up and resolve any issues they have.

To have everyone show up. Someone may need to address an issue with you, even if you don’t have an issue with anyone.

Increase membership – Intermediate Term (1 year)

 Have every member either recruit or reclaim at least two (2) members

Increasing our commitment to community service – Short – Long term

 Increasing our community service projects outside of our national programs.

 Increasing our Golden Service hours

 Logging in our Community Service hours on the national website each month.

 Community Service hours goal of 22 hours of community service for each member by July 1.

Increasing our support for our affiliates and undergraduate chapters – Intermediate

Doing at least one service event, preferably a national project, with each different affiliate and chapter

 Doing at least one social event with each affiliate and UG chapter

Having a delegate from each affiliate and UG chapter to help plan the event.

 Increasing our participation and support at their events.