Area 1 SWOT ANALYSIS

S — STRENGTHS +

+ Rich history
+ Strong Region leadership pool
+ Diverse societies and affinity groups

W — WEAKNESSES −

— Low amount of MGA "side" volunteers

O — OPPORTUNITIES +

+ Build out on STEM momentum (e.g. XRP robots)
+ Resurgence of manufacturing (e.g. EVs & infrastructure)
+ Ability to collaborate with the world
+ IEEE's "power to convene"

T — THREATS −

— Volunteers "pulled up" to Region while sections still struggle
— Competition with other volunteer organizations