

REGION-3/AREA-3 SWOT ANALYSIS

<u>SECTION</u>	<u>STRENGTHS</u>	<u>WEAKNESSES</u>	<u>OPPORTUNITIES</u>	<u>THREATS</u>
BROWARD	Excellent leadership to date Good member comms Officer voting in progress	Meeting attendance 2 Meetings as of Q3	Motivate Membership Grow Membership Groom Officer candidates	Membership Future Officers
CANAVERAL	Excellent leadership to date Good member comms Officer voting in progress 26 Meetings as of Q3 Good meeting attendance	Low count membership~ 100	Grow Membership Motivate Membership	Membership Future Officers
DAYTONA	Excellent leadership to date Good member comms Officer voting in progress 3 Meetings as of Q3 Good meeting attendance	Low count on meetings Monitoring for officer content	Find a route outside of the university for members though this is a school town	Membership Future Officers
FWC	Excellent leadership to date Good member comms Officer voting almost complete 39 Meetings as of Q3 Good meeting attendance	Doing very well to date. Excellent section	Continue with their professionalism, success and strong path	Drop in member interest and participation
MELBOURNE	Excellent leadership to date Good representation at mtgs Good Member Comms 48 Meetings as of Q3 Good meeting attendance Officer voting in progress	Volunteers for officer spots	Motivate Membership Grow Membership Groom Officer candidates	Departure of existing officers
ORLANDO	Excellent leadership to date Good representation at mtgs Good member comms 10 Meetings as of Q3 Good meeting attendance Officer voting in progress	Excellent Section, strong leadership & members	Continue on strong path	Future Officers
MIAMI	Excellent leadership to date Good representation at mtgs Good member comms 6 Meetings as of Q3 Good meeting attendance Officer voting in progress	Excellent Section, strong leadership & members	Continue on strong path	Future Officers
PALM BEACH	Just getting reorganized Membership looking good 4 Meetings as of Q3 Planning a visit/meeting 01/25	No complete slate of officers Membership weak Weak membership comms	Need to concentrate on: growth, meetings, officers	Lack of organization to promote member & officer participation

