

STRATEGIC SUCCESS PLAN SESSION

January 2007

Dear CARE Members:

This year, we will be identifying key issues for success to incorporate into our success planning for the next year and beyond. To help you come more prepared, I ask you to consider what you believe to be the 5 most important issues or opportunities for the Association, and rank them in order; number 1 being the MOST important for the Association, and # 5 being the least important.

After each entry, please use the “SWOT” method (described below) to indicate the organization’s situation regarding Strengths, Weaknesses, Opportunities, and Threats as they pertain to each one. This will assist us in planning a most successful and enjoyable (and productive) day!

SWOT is a frequently used tool in the planning process. It stands for:

Strengths

Weaknesses

Opportunities

Threats

Boards have found that the SWOT method encourages input and facilitates discussions vital for strategic planning. It is really broken down into two sections:

*The strengths and weaknesses part helps board members think of and identify issues that affect the organization **internally**. For example, within the organization are the resources available for accomplishing the goals, and is there a communications plan in place to inform members?*

*The opportunities and threats part ask board members to focus on **external** factors. These could include government regulation, population trends and competition.*

Please use the next pages for your responses.

The top 5 issues can be anything you feel is vital to the Association, the membership, and/or the industry. It can relate to a service, program, or strategy you would like to see come to fruition, or it can be a set of improvements/enhancements to a program already in place.

ISSUE # 1

I would like the Association to engage:

STRENGTHS:

WEAKNESSES:

OPPORTUNITIES:

THREATS:

ISSUE # 2

I would like the Association to engage:

STRENGTHS:

WEAKNESSES:

OPPORTUNITIES:

THREATS:

ISSUE # 3

I would like the Association to engage:

STRENGTHS:

WEAKNESSES:

OPPORTUNITIES:

THREATS:

ISSUE # 4

I would like the Association to engage:

STRENGTHS:

WEAKNESSES:

OPPORTUNITIES:

THREATS:

ISSUE # 5

I would like the Association to engage:

STRENGTHS:

WEAKNESSES:

OPPORTUNITIES:

THREATS: