

CAT Meeting - April 13, 2017

Strengths:

Quality education
Leadership
Sponsorship
Fall conference

Weaknesses:

Diversity of membership
New member welcome
Membership commitment
Networking

Opportunities:

Demand for education
Student engagement
Innovation
Networking

Threats:

Budget
Competing organizations
Member retention
Mergers/acquisitions

Focus:

1. Value Proposition (15)
 - a. Individual message to groups
2. Membership
 - a. Early careerist strategy (10)
 - i. Committee
 - ii. Social events
 - iii. Networking
 - b. Membership retention (2)
3. Networking Ideas/Locations (7)
4. Demand for Education (3)
 - a. Unique topics
 - b. Panels
5. Social Media Strategy (1)
6. Competition with other organizations