

# **Auxiliary SWOT – 10-30-2015**

## **Strengths**

- Mission
- Dues
- Online membership renewal
- Veterans Service Volunteer Activities
- Community service Volunteer Opportunities
- Leadership

## **Weaknesses**

- Communication regarding the Centennial plan
- Membership numbers
- Membership year vs fiscal year
- Developing leaders
- Training
- Amount of information from Department to the Units

## **Opportunities**

- Meeting structure
- eUnits
- Diversity
- Communication overall
- Reporting improvements
- Educate the military on the ALA
- ALA programs

## **Threats**

- Quantity vs Quality (numbers vs qualifications)
- Youth involvement
- Member involvement (meeting attendance)
- Lack of goodwill amongst members
- Hospitality for new members
- Power and control (lack of sharing knowledge)
- Declining Legionnaire membership