

Rogue Valley Genealogical Society

S.W.O.T. Analysis 2023

INTERNAL		EXTERNAL	
STRENGTHS – <i>helpful to achieving objective</i>	WEAKNESSES – <i>harmful to achieving objective</i>	OPPORTUNITIES – <i>helpful to achieving objective</i>	THREATS –
<ol style="list-style-type: none"> 1. RVGS LIBRARY & Book Committee guided by Library Collection Development Policy 2. EDUCATION OFFERINGS 3. LARGE MEMBERSHIP BASE 4. PASSIONATE VOLUNTEERS 5. EDUCATORS 6. EXPERT VOLUNTEER LIBRARIAN and CATALOGERS 7. LEADERSHIP (Board of Directors) 8. EXPERT VOLUNTEER in TECHNOLOGY 9. OWN OUR BUILDING 10. BALANCED BUDGET WITH PRUDENT RESERVE and healthy endowment fund. 11. Governing documents, bylaws, standing rules & policies. Some general policy, purpose, and job descriptions. 	<ol style="list-style-type: none"> 1. NO SUCCESSION PLAN FOR KEY ROLES including Librarian expertise, Technology expertise, and Board Officers 2. INSUFFICIENT INTERNAL MARKETING COMMUNICATION: to volunteers & members related to RVGS needs, and within committees. A general lack of understanding of the procedures related to volunteer, committee, and BOD tasks. 3. LACK OF A SUSTAINED VOLUNTEER POOL and limited member interest in volunteering sufficient to cover hours and multiple responsibilities. 4. VOLUNTEER BURNOUT resulting from insufficient volunteer pool. 5. DISORGANIZATION with lack of updated procedures (causing confusion and position turnover). Inconsistent guidelines for committees. 6. NO ACTIONABLE STRATEGIC PLAN No organized TASK LIST related to Strategic Plan (not all BOD have access) ; LACK of understanding of procedures for tasks 8. NO PUBLIC RELATIONS DIRECTOR 9. OLD BUILDING in need of updates/repair. 10. LIMITED EDUCATION VOLUNTEERS. We need new educators and new topics. Education is a revenue generator for RVGS. 	<ol style="list-style-type: none"> 1. PARTNERSHIPS and MEMBERSHIPS with organizations 2. ORGANIZED OUTREACH TO GROUPS – for presentations 3. ORGANIZED OUTREACH to draw people/members back to the library. 4. ORGANIZED OUTREACH TO EVENTS – establish a presence. 5. NGS / PBS Affiliation 6. ORGANIZED OUTREACH TO YOUNG ADULTS and other untapped demographics 7. ENHANCE AND GROW our marketing and public relations. 	<ol style="list-style-type: none"> 1. LIMITED COMMUNITY and PUBLIC INTEREST in our services or knowledge of our Library and Society is limited. 2. AGING POPULATION 3. PUBLIC EMERGENCIES including public health, natural and manmade disasters. (Fire, earthquake, flood, armed conflict, active shooter, shelter in place orders, etc.)

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WRITE THE NUMBER OF YOUR TOP 2 PRIORITIES FOR EACH TOPIC (only 2 for each topic)

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