

Rogue Valley Genealogical Society

Report of results of the 2023 S.W.O.T. Analysis, provided to BOD in advance of March 2023 Board Meeting.

INTERNAL			
STRENGTHS – <i>helpful to achieving objective</i>	WEAKNESSES – <i>harmful to achieving objective</i>	OPPORTUNITIES – <i>helpful to achieving objective</i>	THREATS -
<i>RVGS has a balanced budget with a prudent reserve, along with a healthy endowment fund.</i>	<i>RVGS does not have a succession plan to keep key roles filled. Those key roles include but are not limited to Board Officers, Librarian(s), and technology expertise.</i>	<i>RVGS prioritized our greatest opportunity is to organize outreach that will draw people and members into the library; requiring an effort to enhance and grow our marketing and public relations.</i>	<i>Public interest and knowledge of our Library and Society is limited.</i>

RVGS STRATEGIC PLAN has **10 Strategic Initiative categories**. Each has 1 primary GOAL and 1 or more strategies (actions) to accomplish those goals:

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| 1. Marketing and Public Relations | 6. Technology |
| 2. Finance | 7. Library Management and Operations |
| 3. Membership | 8. Collections |
| 4. Administration and Governance | 9. Building and Maintenance |
| 5. Volunteer Recruitment and Development | 10. Programs and Services |

The SWOT analysis completed by the Board of Directors identified strengths, weaknesses, opportunities, and threats. They subsequently identified one priority in each. Those priorities align with these 3 Strategic Plan initiatives and goals:

- Marketing and Public Relations Initiative and GOAL to: ***Enhance awareness of RVGS & JCGL through high visibility of our programs and services.***
- Membership Initiative and GOAL to: ***Increase and retain membership.***
- Administration and Governance and GOAL to: ***Enhance administrative operations to improve the effectiveness and efficiency of the Society through streamlined and standard operating procedures and leadership development for board members.***

Next steps: the Executive BOD will update our progress in our Strategic Plan within the next few weeks; the entire BOD will be provided with the updated Strategic Plan in advance of our April Board Meeting.