

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 –
<ul style="list-style-type: none"> • RVGS LIBRARY • EDUCATION OFFERINGS • PASSIONATE VOLUNTEERS • EDUCATORS • EXPERT VOLUNTEER LIBRARIAN • LEADERSHIP (Board of Directors) • EXPERT VOLUNTEER in TECHNOLOGY • OWN OUR BUILDING • BALANCED BUDGET WITH PRUDENT RESERVE 	<ul style="list-style-type: none"> • NO SUCCESSION PLAN FOR KEY ROLES, including Librarian expertise, Technology expertise, and Board Officers • INTERNAL MARKETING (of volunteer opportunities and needs) • BURNOUT of Volunteers, not enough volunteers to cover hours and responsibilities • NO ORGANIZED TASK LIST or guidelines for committees • No ACTIONABLE Strategic Plan 	<ul style="list-style-type: none"> • PARTNERSHIPS with ORGANIZATIONS • OUTREACH TO GROUPS – for presentations • OUTREACH TO EVENTS – establish a presence • NGS / PBS Affiliation • OUTREACH TO YOUNG ADULTS and other untapped demographics 	<ul style="list-style-type: none"> • PANDEMIC • FIRE (other natural disaster) • Limited PUBLIC INTEREST in our services • Limited PUBLIC INTEREST in volunteering, SUSTAINED VOLUNTEER POOL