



## SWOT Analysis Results: 2018

### Strengths

- Working with professional Chamber staff – continue to ensure timely communication between AC and Chamber staff
- Continue utilizing the Activity Planning Guide to assist timely planning and communication of events with YP membership. Continue to embrace finding ways to support committees with new event planning to ensure optimal success of events and their volunteers.
- Engage. Grow. Connect. should continue to be promoted as the HAYP slogan.
- Welcoming new members with the initial welcome email
- Increased interest in leadership positions within the Advisory Council and committees

### Weaknesses

- Better leverage individual members' strengths within YP committees
- With the exception of the upcoming talent show and book club, a great majority of the HAYP events are a repeat from years past.
- Celebrate and brag about our successes and our YP's successes more often.
- Follow up on engagement of new members and their interest in attending upcoming events

### Opportunities

- Improve and strengthen employers'/Chamber members' perception of HAYP and its benefits to members
- Be more mindful of budget; budget for anticipation of new events; understand impact of unplanned spending on Chamber. Explore adding an advertising line into the budget, i.e. Facebook advertising, newsletter insert
- Consider getting nametags to help increase brand recognition for membership
- Explore event suggestions from membership survey within the appropriate committee and consider other event opportunities. (Don't get caught being comfortable.)
- Be more intentional about posting group events, accomplishments, and get more YP's communicating on social media with greater frequency
- Continue to improve updates to the HAYP webpage and make forms more readily accessible
- Ensure the Facebook and webpage share the same information
- Improve upon professional communication with and between Advisory Council members, chairs, and Chamber staff to ensure that timely and correct information is being provided to the membership at all times.
- Activate the unheard voices of YP's who do not regularly attend events.
- Explore partnerships with other YP groups.
- Help develop professional and personal growth opportunities for YP membership

### Threats

- If we continue to do business as usual and do not evolve, we risk the potential for becoming stagnant as an organization.
- Membership involvement has recently declined.
- A potential threat could exist if the ideas of new and current members are not fully considered.
- If the code of commitment is violated, it has the potential to negatively impact the organization.