

Strengths –SWOT worksheet October 2015

Membership

- Satisfying a certain group of herb enthusiasts by providing opportunities for connection and entertainment
- Retention (some) units growing (slow), not sure about what else is happening here
- Listening to members, utilizing members' talents, adding member benefits
- Increasing member's benefits; recognizing long-term membership;
- Attracting members, especially on unit level
- Providing member benefits
- Some of the District delegates are great at trying to bring an oddly sized district together
- We have so many educated, talented members. Providing members with educational conference and district meetings
- Knowledgeable, dedicated, & passionate members. History-HSA and NHG; Publications
- Stable membership numbers, long term dedicated members; Enthusiastic members who are willing to share; the units offer a lot of support of connecting members to HSA headquarters
- Sharing our knowledge and enthusiasm
- Members share a common interest (herbs); we try to stimulate that interest with education
- Attracting new Members
- Working on retrieving recently lax members is a great start

Communication

- Providing accurate, useful information on herbs, native plants, and their uses
- District delegates
- Improved with electronics, Board has been extremely responsive In a timely manner
- Sharing news of members through national and district newsletters, digital media
- Increasing social media contact both to members and others
- Using Social Media; Adding all technical advancements
- Everything coming out is relatively on time; More e-communications are good.
- Newsletters from HQ and districts; The Herbarist
- Electronic communication via Emma, Facebook, newsletters, Herbal Bytes, etc.
- Consistent delivery. Herbarist is excellent. Large following on Facebook; Nice to see other social media areas being developed and reenergized like the blog.
- Websites (both national and local), newsletters, e-newsletter, gatherings, direct mailings, unit meetings; social media; blog
- E-mail? is that enough
- Publications; Internet
- A great deal of information is sent out to districts, units and individuals

Marketing

- Good recognition among members – lots of attempts to engage them through newsletters, districts, etc
- More products in GG, more services online

- Sorry--I just can't think of ideas for this category
- We are becoming more visible on media sources
- Getting better at getting our name in public eye
- Products offered; Programs for donations
- Plethora of programs and offerings on national, district and local levels
- I do not think we are doing anything bad...I am not sure what our strength is except the enthusiasm of the membership

Website

- Lot of information Lots of opportunity to reach diverse interests
- Update (coming)
- Excited for new one. More user friendly (I hope)
- Keeping all important HSA materials listed. Using Members Only in a good way.
- Has loads of info
- Website has improved
- Good first page of website. Nice photos
- Source of all things HSA
- The new one will be fabulous. Too soon to evaluate
- There is a lot of information on our website
- Facebook; Blog; Internet
- Improvements coming
- A lot of information

Headquarters and Staff

- Dedicated and hard-working, get a lot done in the few hours they have
- Professional skills HQ site (paid off)
- Appear to work hard responsiveness to unit has improved
- Keeps board and programs on schedule. Provide an excellent face of the organization to the public. Everyone is engaged in HSA mission! Provides important continuity. Finding staff members who are knowledgeable and committed.
- We are fortunate that Kat gives so much to her job. She has also hired some very capable and dedicated staff.
- The staff is excellent
- Long term director who knows the organization/budget limitations well.
- Friendly; Good understanding of the organization.
- Respond quickly to questions. Good source of knowledge. Good attitude.
- Helpful, caring and willingness to help. Some of the long term staff provides continuity/familiarity for the members
- Dedicated, friendly. Provide guidance, answer questions, provide consistency, follow through
- The Staff are usually a friendly group. They try to help and are usually good.
- Quite knowledgeable about herbs
- Very prompt with responses and helpful in any way possible

Educational Programs and Resources

-Lots of information on herbs, growing herbs, native plants, how-to's, extensive library, webinars and Power Points

-EdCon programs have improved. Keep the quality High. Some info for beginners; some for "old herbies" Individual Sponsors (company sponsors too) bring in high level speakers who are experts in their field.

-TO ME THIS IS WHAT HERB SOCIETY IS ALL ABOUT.

THIS IS OUR FOUNDATION. WITHOUT GOOD/ EXCELLENT PROGRAMMING AT LOCAL TO NATIONAL LEVEL, WE LOOK LIKE THE LOCAL GARDEN CLUB.

-Finding quality programs for members. Using members' talents. New webinar series is an excellent way to provide a membership benefit, educational opportunity and The Herbarist is #1, but why? They came to us to learn EVERYTHING about herbs. We do teach in various ways archiving our members' passions and expertise for future members.

- Great knowledge pool

- Webinars; Web info; Herb of the Year

- Starting with webinars for members is excellent.

- We have had good speakers at annual meetings. District gatherings programs have been good. Webinars have been interesting.

- Ed Con; district gatherings; free to members webinars; NHG

- Consistent. Herb of the Month, Herbarist, District Gatherings, EdCon, Herb profiles online. Online webinars are excellent.

- Unit meetings & programs, webinars, gatherings, EdCon, info on website, Herbarist

- Edcon, district gatherings. Library

- Produce excellent, high quality and interesting webinars and programs

- We offer a great deal of education, information, and a great library resource to any member who desires it

Annual Meeting

A comment was noted: "Not sure if this means our Annual Meeting as required by by-laws that includes message from the president, state of the society and treasurer's report OR the larger meeting that encompasses that meeting and other events. I will assume it is the latter" Annual Meeting refers to the Annual Meeting portion of a conference. The Educational Conference is part of the Educational Programming. The point is to never assume. Ask questions for clarifications when necessary. Please keep in mind that some may be confusing an Annual Meeting with an Educational Conference in any responses.

- Provide excellent content and opportunities for members

- Units/individuals/organizations sponsor speakers Pre/post conference tours a plus Cost-cutting measures e.g. continental breakfast

- Provide overview of the state of the society, allowing several board members to be visible to membership. Provide educational opportunities for those assembled. Provides time for membership to network

- Learning. Bonding, friends, tours, great and new foods
- Good educational programs
- Getting herbies together; Learning about new herbs; Business meeting
- We've changed it to every other year which is was a fiscally responsible decision
- Good locations, great speakers, garden visits
- Networking, camaraderie, communication of HSA business to members
- Quality events. Quality locations and speakers
- Sense of belonging as an organization, vehicle to meeting others
- Great speakers, chance to share and learn
- Programs and Presentations
- Meeting place are always a big hit...very pleasing

Financial, Technical and Human Resources

- Good board oversight; Great staff
- Strong policies & processes
- Lin Lange – super at presenting financial data in clear, concise manner
- Trust the auditors –financials in good order
- Strong executive director who understands our mission and searches for our qualified support staff
- We receive great \$ documentation; we have improved on media and other docs; HR – lacking
- Endowments; Good infrastructure (policies/procedures)
- We have a very good treasurer.
- Karen F. is a great resource
- Headquarters is mortgage free; Have some consistent resources to rely on for income;
- Committed board members.
- Research a way of expressing the need for contributions, and how they are allocated without putting our hand out endowment, generous members; Technically-savvy staff
- Substantial assets although restricted
- We do not seem to be wasting money