

Threat - SWOT worksheet October 2015

Membership

- Too many competing organizations
- Ageing base Elite perception
- Many other org. compete for involvement and membership – many related to a “cause” which younger people are attracted to
- Age of members, lack of interest in membership organizations
- Member networking for extended learning and benefit opportunities
- Competing with other plant organizations for dwindling membership base; Members going elsewhere for medicinal information
- Age of member
- Many other organizations competing for similar base
- Everyone's time and commitments to family, jobs other interests. Other organizations, conflict with meetings
- Retention, interest in organizations outside of horticultural societies, aging of membership
- Smaller more localized groups that have small (if any) type of dues. Individuals like to see their dollars work locally and connect with others locally. They don't see the value in being an organized unit under HSA or want to deal with the state and federal requirements of being a non-profit; sometimes units are the deterrents to new members based on their own criteria i.e. new members are required to be sponsored by current members, the rigorous learning program expected of new members or emphasis on working in Unit maintained garden. Or the Unit just saying they aren't interested in add'l members.
- Availability of so much information - can easily Google so there is no need to commit to an organization. How do we make ourselves relevant?
- Retention - we ask what do we give; Local organizations
- Not being in the public enough

Communications

- Competition with or conflicting info from similar organizations
- Sensitive to individual communication styles
- Making sure the information that is shared is accurate and vetted by experts
- The herbal academies are sending useful info out nearly daily to recruit new students.
- Some members still don't use email, fortunately there are fewer and fewer
- Lots of organizations are sending out good publications; Some are sending out better and more frequent blogs, emails, etc.
- Herbal information easily available on-line from other sources.
- Ensure membership renewal info is entered accurately to alleviate inaccurate inactive members
- Social media and the internet has made It easy for other groups of all types to communicate increasing competition for consumers online attention.
- Competition with all other info on web already - why need HSA? How can we stand out?
- Feeling left out, no local organization
- Perceived need

Marketing

- Not enough national recognition of our name and organization
- "free" resources (internet)
- Many competing activities; Joining in collaborative way with other groups with similar interests.
- Many other local and other gardening societies to choose from.
- Other similar organizations
- So many nonprofits depending on donations
- Other organizations doing similar things
- Other organizations getting ahead of herbal information
- Similar programs from other organizations (IHA) Why choose HSA?
- Local garden clubs.
- Competition from other Horticultural organizations
- Lack of interest of the public to join any 'club' or society

Website

- Lots of herbal info out there – how do we attract herbies to our site
 - Security
 - If not timely/ fresh info, viewers will stop visiting website.
 - Out-of-date materials on national website and unit websites and blogs.
 - There are other sites that are way more user friendly. Our members are largely older, so we need to make it easy
 - People using other apps which “monopolize” their time online
 - Other organizations have more herbal informative websites, webinars etc.
 - Many organizations for gardening etc.
 - Bad experience prevents return to website
 - Other websites in competition –Herbal Academy of New England.
- How do we differentiate our offerings?
- can be an unfriendly experience
 - Giving too much information away for nothing

Headquarters and Staff

- Staff will not stay because they will find better paying jobs and more hours elsewhere
- Market wages & benefits
- Change is harder for some more than others. They need an explanation of why doing things differently benefits all.
- Cost to the organization, Competition for talented staff.
- Do we have plans to replace personnel quickly?
- Katrinka finding another position; \$\$ for salaries
- Another organization could hire away our director if we don't keep her happy
- Staff changeover
- Part time. May lose to other employers offering more hours and benefits.
- Human face to our organization; Often first contact with our organization.
- Hard to keep part-timers, they move on when the chance comes up

Educational Programs and Resources

- Oversaturation of information
- Again, many sources, limited time. We need to make them love us...
- Competition with internet
- Many others
- Information available on-line from other organizations. Magazines and websites from other sources.
- Other educational resources are producing more original content on a regular basis i.e. Herbal Academy of New England
- Other similar organizations: Herbal Academy of New England, IHA
- Local clubs are right there
- Members feel EdCon exceeds their time and budget restraints
- Offering too much information free to the public

Annual Meeting

- want to remain "exclusive"
- Too many meetings resulting in competition for attendance. I think our new alternating year AM and EdCon schedule will go a long way to solving that issue but we will need some time to make that evaluation. Other variables like the location of meeting, scheduled speakers, etc are going to have an effect as well.
- Weakening of member participation due to other opportunities
- Members with limited time or money.
- Cost to deliver
- Many organizations have meetings in more local areas for some people. Some are more expensive, some are less
- Other organizations programs, meetings at the same time as our annual meeting. members available time due to family etc. Cost
- Getting members to attend. The expense of travel and registration makes attending costly. (No way around it); Difficult to offer original content. Unit Symposiums, District Gatherings and Annual Meetings compete for limited talent and topics
- Cost are prohibitive for a lot of members
- Members feel EdCon exceeds their time and budget restraints
- It is a pricey function to attend

Financial, Technical and Human Resources

- Loss of staff due to better compensation elsewhere
- Not having a strong investment committee and optimal guidance on investments and strategy.
- Many opportunities and requests. Others have easier systems. Staff w/o benefits can find better situations
- Competing for resources
- Financial investments dependent on the stock market
- Decline in donations and loss of members as resource.
- Hard to keep up and balance current bottom line while staying current and cutting edge.
- Loss of membership; Why contribute if you don't understand where and how the money is used.