DAY 1 SWOT ANALYSIS OF AEA-RETIRED

(Many of the below are mentioned more than once. I tried to mention each idea only once, so did not repeat below those ideas which were duplicated from group to group.)

STRENGTHS
EXPERIENCE
POLITICAL EXPERIENCE
Political Activism
Empathy for actives
Presentations
Monitoring state retirement system
Coalition of retirees
TIME
Flexible time
LEADERSHIP SKILLS
MENTORING PROGRAM
KNOWLEDGE
COMMON INTERESTS
ORGANIZATION SKILLS
COMMUNICATION - INTERNAL
NUMBERS
DIVERSE
ALL LOCATIONS IN THE STATE
Committed to internal change
Leadership
Presentations
Experience
Internal communication
Talented leaders
Knowledge of history

WEAKNESSES
Forget to pay dues
Recrjuitment
limited budget
Market share
Geographic area is huge
Mentoring
Lack of publicity
Recruitment "old addresses"
Little communication with local
Unknown by the masters
Hippa Laws, dept. of Ed.
Returns to work/teaching
$ not on dues deduct
losing members to death
We assume things
Know it all
Leaders intimidate members
Located in Phx
Clickish
Primary focus is politics
No ESP
Threat to AEA
Time for other interests
Flow info. between AEA and AEA-R
Stagnant membership numbers
need for more local chapters
Inability to get retiree names from districts and locals
Outreach
Membership form poorly understood
External communication
No added value to regular members
Not inclusive
Lack of programs to help actives' goals
Lack of support for pre-retirees
ESP members not recruited, visible
I.D. Retirees

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OPPORTUNITIES

More retirees - baby boomers
Targeting education retirees from other states
Economy
Pro-education President
Online
Retirees from other states
Use voter registration
Leadership of potential members
E-communication
Provide for growth and learning
More info.
Chapters
Share info with each other
retiree info from locals
Retirement gift: pay dues for AEA-Retired
Potential numbers for political involvement
Huge pool of potential members
Flexible Time
Social Network Media
E-News - internet
Health care information
Change legislature leadership
work with other coalitions
Social activities
Ed. reform/NCLB
New benefits to offer retirees
Adversity = activism

THREATS

Other groups - AARP
Economy
Smart Schools
Current Legislators
Apathy
lack of purpose
AEA threat to us
unequal levels of access to E-communication
Potential members burnt out
Competing organizations
Governor
Sandwich generation
Geographically challenged
Initiatives and referendums
Inability to change politics
Destruction of public education
Same money; more retirees?
Legislative policies = ⅔ vote can impact ASRS