

ACER CART SWOT ANALYSIS

MOST VALUED COMMENTS TO SEED A STRATEGIC PLAN AND DISCUSSION



Strengths

- The ability to share ideas and collaborate nationally (8)
- Speaking for a larger group carries more weight and has more impact (7)
- Diverse provincial executive (6)
- Communication between the provincial reps is strong and easy to maintain (6)



Opportunities

- Keep members better up to date on ACER CART Work and Advocacy (7)
- Working with other Senior Advocacy Groups (6)
- Promoting and supporting provincial issues on a larger platform (6)



Weaknesses

- \$50,000 isn't a strong enough operating budget (8)
- More education on value of ACER CART to members is needed (6)
- Lack of membership from Ontario and Quebec (6)
- Members don't know what ACER CART does for them (6)
- Lack of representation in the Territories (6)



Threats

- Small budget (7)
- More provincial organizations could leave in the future (6)
- Lack of cohesiveness and shared vision (6)

SWOT