



ACER-CART SWOT Summary

Points that stood out while reading forms:

- Everyone would like to see representation from Ontario and Quebec.
- Everyone would also like to see representation from the Territories. This is important.
- Building awareness for members about ACER CART is talked about repeatedly in more different ways than any other topic. It is diverse but clearly important for everyone.
- There is a common theme of people wanting to use Zoom to facilitate more conversations, planning and communication. What isn't clear is at what level? Sub Committee, Working Group, Committee, Board, Executive?
- The top answers should fuel the strategic plan, but if others are like me, then seeing the answers will have them change some opinions and thoughts or may just inform them of new possibilities.
 - o The following questions would be useful in a follow-up when sending the initial results.
 - Q1 - What is the most important suggestion or comment to you in each section?
 - Q2 – Upon seeing and having a chance to reflect upon these statements, do you want to add any one idea or statement to each of the 4 categories?

Highest Rated Comments and Ideas:

S – 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)
- Political partnerships in Ottawa, ability to lobby federally (5)
- New Mode Software (5)
- Communication methods are in place for everyone (5)
- Strong awareness of issues between members of Provincial Executive (5)
- Our members are smart, self-starters. Their drive and intelligence is an asset (4)
- Retirees have a lot of time to volunteer (3)
- Membership trusts the network of Provincial orgs, which creates a strong national body (3)
- A common background, purpose and goals across the country (3)
- User friendly website (3)

W – 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)

- Not enough contact with RTO members (5)
- ACER CART weakens when provincial partners don't have the same national goals, could also be said as provinces have different priorities (5)
- Most members are unaware of the ACER CART website (5)
- ACER CART no longer represents the largest group of retired teachers in the country, that is now RTO (4)
- Future transition of leadership and institutional knowledge (4)
- Out of date business plan and ways of thinking (3)
- Clear vision of what ACER CART is here for and trying to do as a core value above all else at all times (3)
- We may not be dealing with provincial issues (3)

O – 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)
- Use Zoom to keep costs down and increase frequency of meetings (5)
- More national meetings with everyone attending, Provincial Presidents and Executive Directors (4)
- Consider new communication strategies (4)
- Expand services to meet all provincial and territory needs (3)
- Sourcing new funds like grants (3)
- Use New Mode Software more often (3)
- Expand our circles of influence (3)
- Revisit existing philosophies and goals (3)
- More attractive website with more video content (3)

T – Threats

- Small budget (7)
- More provincial organizations could leave in the future (6)
- Lack of cohesiveness and shared vision (6)
- People are starting to question the value of belonging (5)
- RTOERO setting up sections across Canada could affect provincial organizations (5)
- Apathy and lack of knowledge (5)
- Limited with only part time staff (5)
- Aging volunteers, historians, institutional knowledge keepers and lobbyists (5)
- Government decisions outside of our control (4)
- Not being national without Ontario and Quebec (3)
- Loss of half the membership (3)