

Strat Comm Bulletin 3/9/13

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The Strategic Planning Committee met again about a week ago after a bit of a hiatus. We conducted an initial SWOT analysis (Strengths, Weaknesses, Opportunities, Threats) for Free Geek. This is another way, in addition to the bubble graph analysis discussed in earlier Strat Comm Bulletins, of assessing the current situation of the organization. Strengths and Weaknesses are internal factors that can help or hinder the organization's success, while Opportunities and Threats are external factors. We also plan to incorporate comments that we received during last fall's Town Hall Meeting in the SWOT analysis.

We're continuing to work in parallel on the bubble graph analysis. We're evaluating each of FG's major programs from a net revenue and community impact perspective, how they fit within FG's mission, and whether we may want to grow, maintain, or shrink them in the future.

We want to further flesh out both of these analyses before sending them out to the rest of the FG organization for review and comment. We'll need to decide whether to provide them as stand-alone pieces or work to integrate the two to some degree.

Strat Comm includes representatives from the Volunteers, the Bargaining Unit, the Senior Management Team, and the Board. We just added Darren Heiber, so that all of the new Senior Management Team is participating.

- Mary Meier, Volunteer
- Michael Kelly, Volunteer and Bargaining Unit
- Ashley Sue Masoomian, Bargaining Unit
- John Ashcraft, Bargaining Unit
- Richard Seymour, Senior Management Team
- Cynthia Prevatte, Senior Management Team
- Darren Heiber, Senior Management Team
- Dina Dickerson, Board
- Mark Ralston, Board, Chairperson

If you have any questions or comments, please contact one of your Strat Comm representatives.

Sincerely,
Your Strategic Planning Committee