

## Strategic Planning - Region III June 2020

1. The Strategic Planning Committee survey for members and non-members was discussed and reviewed. It is felt that a better job needs to be done to inform members of the benefits associated with membership and how to access those benefits.
2. SWOT analysis - we were only able to discuss strengths and weaknesses before we ran out of time.

Strengths of the association that were identified:

- a. Networking with other ag teachers
- b. Professional development opportunities
- c. Access to Perkins money for equipment
- d. Social media -- COP, FB Ag Ed Discussion Lab, etc.
- e. It's a family
- f. Can't put a price tag on membership, or issue a benefits card

Weaknesses identified:

- a. too many websites to visit to find information
- b. not all states encourage student membership at the college level
- c. terminology of benefits should be better explained.