



# **FREA** **Regional Symposium**

## **Learn Your S.W.O.T.**

**“Transforming Vision Into Reality”**

**Facilitator: Harriett Jenkins**  
January 2025

**TRANSFORMING  
VISION**



**INTO  
REALITY**



## Learn Your S.W.O.T.

**Strengths**  
**Weaknesses**  
**Opportunities**  
**Threats**

- A SWOT analysis organizes your top strengths, weaknesses, opportunities, and threats into an organized list. After completion, you will be armed with a solid strategy for prioritizing the work and service that you need to do to GROW YOUR MEMBERSHIP. It will force you to look at your membership in new ways and from new directions.



**Did You Know...We are Family?  
Gather your belongings and SLIDE sideways to a table of  
your choice to meetup with your local Unit "Family  
Members". You should be seated when the music stops.**



Each table will represent their local Unit.

Units within each District should sit near each other.

Each Unit member must have:

- Post - It - Notes
- Black Ink Pen or Fine Point Black Sharpie
- One sheet of chart paper. Turn paper horizontally and customize. Follow example.



Look around your group.  
Everyone is different with different perspectives in your local Unit.  
Each member represents different aspects of your Unit, from Unit President and Unit President-Elect to Treasurer to Committee Chair to Associate member. Everyone in your Unit should have a seat at your table.  
Everyone has value and should be encouraged to share their ideas.

**Units should  
initiate this  
practice at  
least once per  
year.**

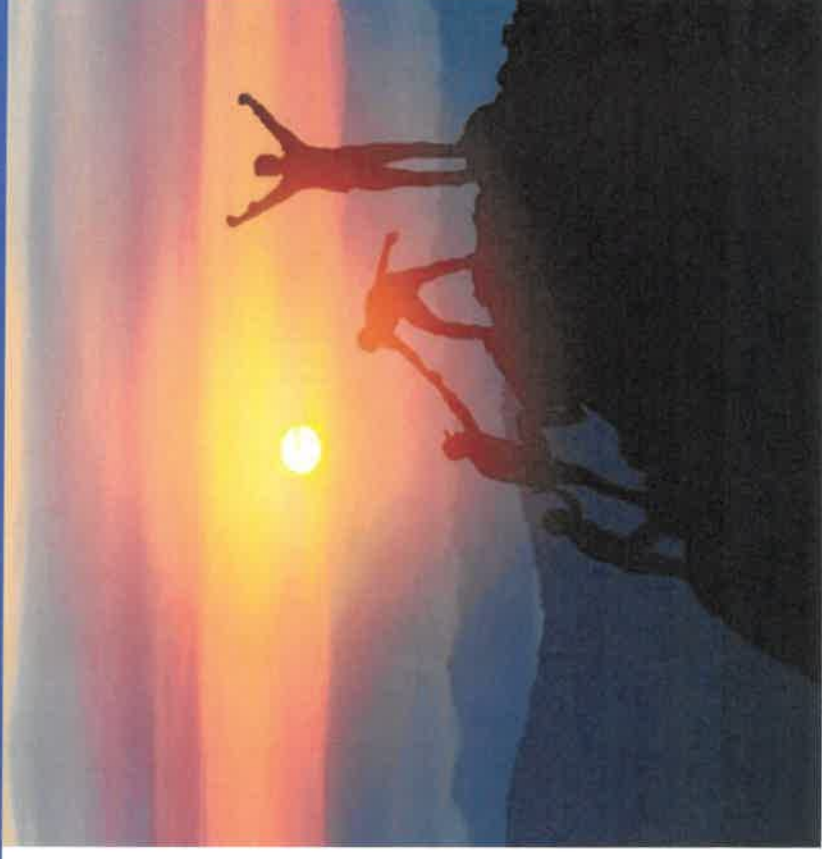
1. Units can use this this S.W.O.T. analysis to assess their current situation and determine a strategy to move forward. But, remember that things are constantly changing and you'll want to reassess your strategy, starting with a new S.W.O.T. analysis at least every year.

**The Key:**  
**Have different points of view at the table.**  
**Respect each point of view.**  
**Listen attentively. No negativity.**  
**Remember the Golden Rule.**

**Let's Brainstorm individually. No groupthinking.**

**Get READY! Get SET!**

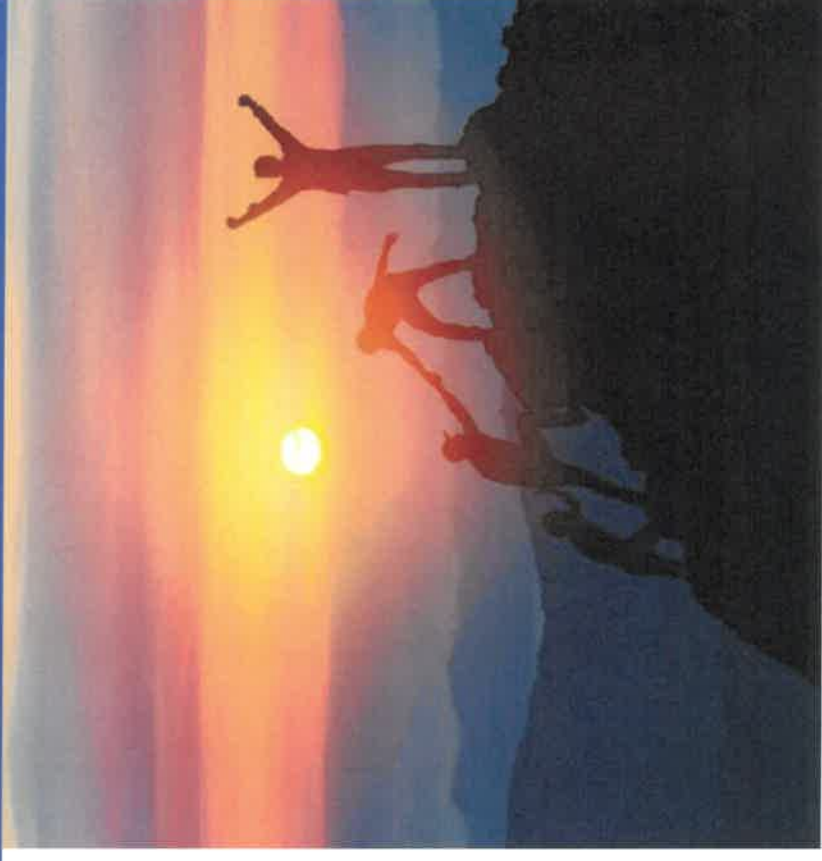
- You will quietly generate ideas on your own.
- Every voice will be heard.



## Let's Brainstorm individually. No groupthinking.

Begin writing your ideas on your Post-it-Notes when I say, "GO".

You will have approximately 5 minutes during this process.





**S = Strengths**  
**Write about your local Unit Strengths. These are things**  
**that are within your control.**



## **STRENGTHS**

- Strengths are internal, positive attributes of your local Unit.
- What do you do well?
- Think about your Unit Family members--What do they do well?
- What assets do you have in your team? (i.e. knowledge, education, skills, network, or reputation)
- GO!
- STOP! Post your ideas on your chart.

## **W = Weaknesses**

**Write about your local Unit Weaknesses. Weaknesses are negative factors that detract from your strengths. These are things you might need to improve on to grow your membership.**



## **WEAKNESSES**

- Are there things that your Unit needs to do to attract (Recruit, Retain and Reclaim) members?
- What practices need improvement?
- What resources do you lack?
- GO!
- STOP! Post your ideas on your chart.

**O = Opportunities (Golden Opportunities)**  
**Opportunities are external factors that are likely to contribute to your membership.**



## OPPORTUNITIES

- Do you know who are the upcoming school board and FRS retirees?
- Do you network with school board members?
- Is your membership growing and are there trends that will encourage people to unite with you?
- Do you use social media platforms?
- GO!
- STOP! Post your ideas on your chart.

## T = Threats

**Threats are external factors that you have no control over. You may want to put in place contingency plans in case they occur.**



## THREATS

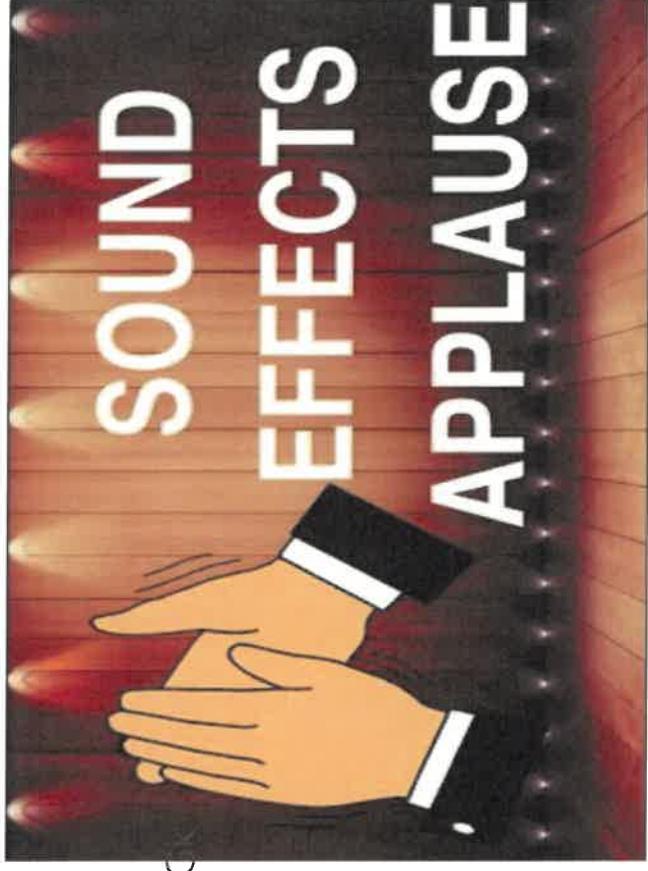
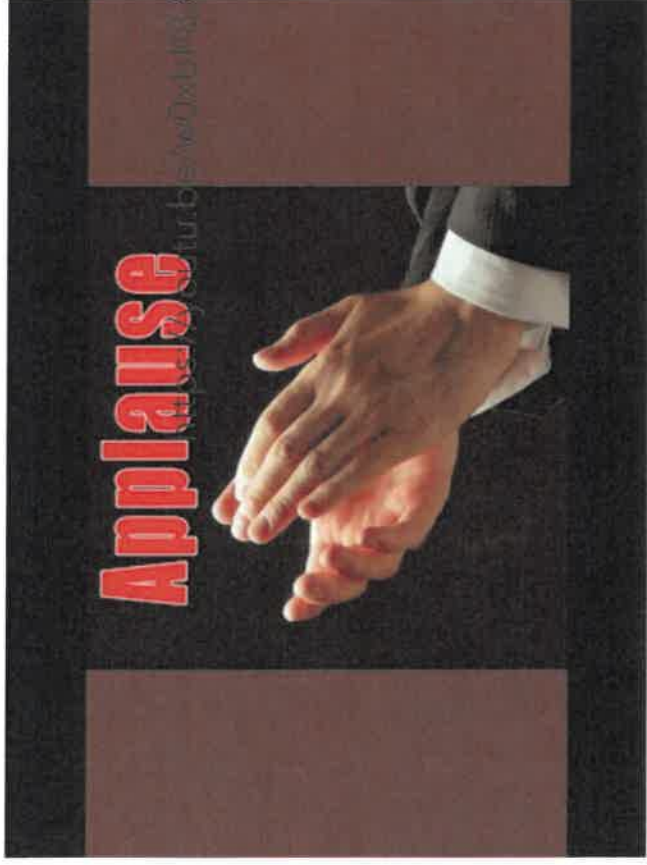
- Apathy
- Do you have members who are negative and disgruntled...?
- Aging members
- Future developments in technology
- GO!
- STOP! Post your ideas on your chart.





**Designate  
someone to  
share your Unit  
ideas and  
S.W.O.T analysis.**

# Florida Retired Educators are Second to None!



**With your S.W.O.T. analysis complete, you're ready to convert it into a real strategy that you can work on during the next few months.**

## **NEXT STEPS**

1. Share your S.W.O.T. analysis with your FREA local Unit family members.
2. Look at your strengths and figure out how you can use these strengths to take advantage of your opportunities.
3. Look at how your strengths can combat the threats.
4. Use this analysis to produce **a list of actions** that you can take.

## **NEXT STEPS continued**

5. With your action list (Action Plan) as your guide, look at your Unit's annual calendar and start placing goals on it.
6. Prioritize and schedule goals as needed.
7. Plan a celebration and invite active and inactive members.
8. Publish your Action Plan and create a seat for all members to get involved as you continue to grow and transform your vision into reality.

# Key Insights

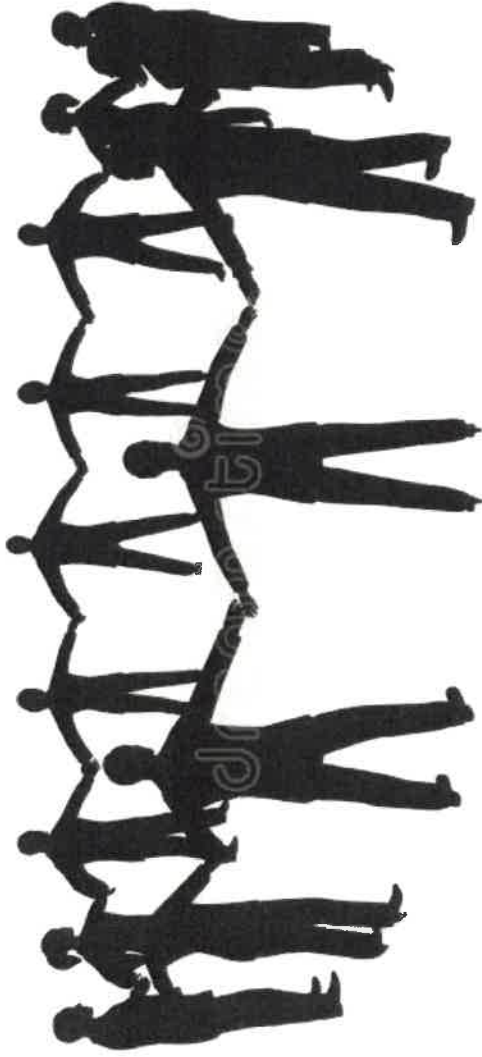
- **Strengths:** Leverage what we do best to inspire trust and action.
- **Weaknesses:** Invest in solutions to address critical gaps.
- **Opportunities:** Embrace innovation and new partnerships.
- **Threats:** Plan proactively to protect our vision and legacy.





## Key Questions to ask Unit members:

- 1. What additional opportunities should we explore?
- 2. How can we attract and engage younger retirees?
- 3. What strategies can strengthen member communication?



Harriett M. Jenkins, President  
Florida Retired Educators Association  
harriettmjenkins@aol.com  
772-519-6729

**THANK YOU for all that you  
do!**