

Strengths

- Has strong on campus connections with various clubs/athletics, faculty and administration.
- Contains a well diverse executive board.
- Has a productive and supportive work environment between the exec board, advisor, CSEB student workers.
- Access to TV advertisements and able to put out posters

Weaknesses

- A member of the executive board becomes sick, unable to attend meeting.
- Could loose student members at anytime- Fail to obtain applicants for following years board.
- Lack of marketing of events affect the attendance of students

CONNECT SWOT ANALYSIS

Opportunities

- Ability to collaborate with fellow student organizations or athletic teams to create more elaborate events.
- Use past event resources to save money within the budget on new events.
- Collect data and responses of past events to create new and improved events.
- Access to graphic designers to create fun and visually appealing marketing signs.

Threats

- Failure to have students attend the events.
- Organization could become disbanded.
- transition the transition of years, the executive board could become empty and have no or very few members for the next academic year.
- Funding for events or marketing could get executed or significantly decreased.