# Advisory board Swot analysis

## Preparation for Strategic Planning Meeting:

To best prepare for the strategic planning meeting, high-performing boards compile relevant data and have members complete a SWOT analysis.

**Data to compile includes**:

* Previous work-based learning events and participation levels of students (recommended source: WBL Participation Tracker)
* Academy Quality data (recommended source: Academy Quality Center in NAF’s Academy Resource Hub)
* Internship data (recommended source: NAFTrack Certification)
* Board Membership and Engagement Information (recommended source: Academy Director and/or Board Chair)

## Instructions:

1. Compile and package data to share with board members when sending SWOT analysis survey (paper, electronic survey, or [Miro board](https://linkprotect.cudasvc.com/url?a=https%3a%2f%2fclick.e.miro.com%2f%3fqs%3d8da9c40459079b323aa299ba3898ffa966921b83d79f056046632182c7fd41bd00af5aae846f2b6e03030c88ce61010619443c8dd0cbaa9a03a6a0e7dbde14e6&c=E,1,OGneg0CvQW0BG0aTGaigUOkogoXFCjuqec84uMXZjKBMZwShfFjlE8lxGDpKF9Gy0sPTbKe-ZwqIX_q9jI3IEdnn9dpyapoXCGBaB9aMgTe2CvrDRgu5ofnyaA,,&typo=1)).
2. Provide members adequate time to review data and complete survey (at least one week).
3. Compile SWOT survey results. Prepare data and SWOT analysis for Chair or designee to review during the strategic planning meeting. An example SWOT compilation graphic is provided in this document.

## SWOT Analysis Survey Instructions for Members:

In preparation for the upcoming strategic planning meeting on [date], please take a few minutes to share your insights related to strengths, weaknesses, opportunities, and threats. Consider the following topics when responding.

**Advisory Board Membership:**

* Board Membership (number of members, companies represented, sectors represented, leading companies in region)
* Member Onboarding (tour of school, review of academy data)
* Membership Activity (attendance of meetings, leadership roles filled, committee support)
* Fundraising and Finances
* Capturing success

**Advisory Board Meetings**

* Board Meeting Schedule
* Attendance to Meetings
* Leadership of meetings by business or community leader
* Productivity of meetings
* Open conversations and positive environment

**Outcomes-Driven Work-based Learning**

* Outcomes-Driven WBL: aspirations, future ready skills, and connections
* Past events: quality and quantity
* Career Technical Student Organizations events
* Events sponsored by school district, community or workforce partners
* Numbers of students participating by grade level
* Student readiness for Outcomes-Driven WBL and internships

**Board Member Input:**

1. Please briefly share **STRENGTHS** related to the board’s impact.

1. Please briefly share **WEAKNESSES** related to the board’s impact.
2. Please briefly share **OPPORTUNITIES** related to the board’s impact.
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3. Please briefly share **THREATS** related to the board’s impact.

**SWOT Analysis Results - Example Format**

**Strengths**

**Weaknesses**

**Opportunities**

**Threats**