

CAAP Strategic Planning SWOT Analysis

Strengths

- Legislative advocacy at state level
- Training & technical assistance thru annual conference
- Competent staff - known within network as go-to people
- Networking with other agencies with similar purposes
- 41 of 43 agencies are members

Weaknesses

- Additional opportunities to promote knowledge sharing
- We don't toot our own horn - don't know everything membership buys
- Membership doesn't respond when asked for input
- No "sexy" outcomes to promote
- Strong reliance on CSBG funds
- Information sent out by association doesn't always trickle down within member agencies to get to the people who need to know

Opportunities

- Voice of CAAs to DCED
 - Quarterly allocations
 - Reactive not proactive to national changes (i.e. org standards)
 - Invoice issues
- ROMA Next Gen
- Org Standards
- Additional knowledge sharing opportunities
- Collaborative grants across the state - pulling together agencies across network to apply for state-wide grants
- Supercircular changes
- Fundraising, IT, HR, etc consultant to help agencies that can't hire on their own - fee for service?
- Diversify revenue sources

Threats

- "What do I get for my money" mindset? - how to balance standard benefits with fee for service elements
- CSBG fund stability at federal level