

ANPA is embarking on the exciting process of crafting a
Strategic Plan

To know where we are going, we will need to be clear on where we are, and where we want to go- a SWOT is one of the techniques used for this process.

S = Strengths
W = Weaknesses
O = Opportunities
T = Threats

Strengths and Weaknesses are inside the organization
Opportunities and Threats come from outside the organization.

Please think about ANPA- how you assess the strongest and weakest parts of the organization? What would you like to change?

We will have large easels and sharpie markers at the conference, and a few ideas to start the dialogue. When you come to the conference, use these easels to give your input.

More information on the strategic plan will be available at the conference.

If you are not attending the conference, you can send your input on the SWOT to:
Martha Herriot at mherriott@aol.com