# Appendix A: SWOT Analysis Planning Template

Please use this analysis to share your personal perspective on how well your chapter has performed in the past year. Use this exercise to reflect on all chapter functions and use it as a tool to set chapter goals and track progress.

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| **Strengths**  *Characteristics of the chapter that are unique and provide an advantage in the environment* | **Weaknesses**  *Factors that need improvement in order to effectively meet the chapter mission* |
| **Opportunities**  *Elements that could be exploited to the chapter’s advantage* | **Threats**  *Obstacles that the chapter faces within its environment* |