


SWOT Analysis for the Texas Southwest Council, BSA

Strengths

- No Debt
- Property Rich
- Knowledgeable Dedicated Volunteers
- Diverse Geographical Area
- Committed Stake Holders
- Established Brand
- Teaching Ethical Values
- National Infrastructure
- We Recruit Great Kids
- Awesome Camps and Programs
- Outside the Box Fundraising
- Diverse Staff
- Scouting Values
- Core Volunteers
- Properties
- Schools
- Staff
- Ranch Programs
- Money
- Media

Weaknesses

- Property Rich (cannot support)
- Geography
- Low income areas
- Apathy
- Marketing
- Emotional ties to Property
- Resistance to Necessary Change
- Communication
- Cash Flow
- New Membership Standards
- Community Prominence
- Adult and Youth Members
- Diversity
- Facilities
- Fundraising Volume
- New Staff
- Training Volume
- Make Easier or More Friendly
- We are more worried over Law suites than having Fun and Developing Young Men!
- Service to Units
- Public Relations
- Long-term Camp
- Good Turn 4 Community
- Military Volunteers/ Support
- Council Size – District Size – Large Territories
- Council Unity
- North vs. South – Merger
- It's for the Kids \$ ▶ Kids ▶ Program

- Board Participation/Involvement
- Follow Through
- Fundraising
- Budget maintenance/development

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Opportunities

- School District Growth
- North & South Oil Fields
- Staff
- \$\$ Venturing /Exploring
- Volunteers (more/new/alumni)
- Ranch
- Marketing Alumni
- Grow Community Support
- Education of Supporters
- Property Rich opportunity for cash and endowments from Sale of Property
- Small Towns
- Expand Camps >
- ATV's
- Ranch Camp
- Wilderness Survival
- Fort McKavitt expansion
- Middle School Explorer Clubs
- Latino Population
- Properties (purpose)
- Endowment
- Staff experience – retention
- Relationship Building
- Paid Camp Staff
- Scout Office
- Military (Relationship)
- Board Involvement – District
- Ranch (horses)
- Shooting Sports
- Capital Campaign
- Fundraising
- Council Name
- Youth Visible in Uniform in Public
- Older Boy Programs
- Scoutreach
- Facebook
- Mentor Programs
- Media
- Marketing to Parents
- What type of camps are wanted
- Exploring Programs
- Grant Writing

Threats

- Low Morale of Staff and Volunteers
- Ongoing Liquidation
- Emotional Ties to Properties
- Past History Southwest Council
- Grudges and Emotions tied to above
- Failure to see the Big Picture
- Properties
- Other Outside Activities (school Sports, Church, and Clubs Etc...
- Over Bureaucratic to many rules to jump to qualify to for volunteers
- Loss of Grants /Donors
- Adapting to Changing Culture
- National Office School access in school explorer Clubs
- Single Moms
- Public Perception Internal Conflicts
- Money
- Inactive Board
- Lack of Communication – Staff, Board, Executive Committee
- Society and Times
- Cub Camping at Camp Sol Mayer
- Separate Cub and Boy Scout Camp
- Competition For Boys
- Public Image – (well-funded) is there a need?
- Relevancy
- Parental Involvement
- Labor Intensive
- Council Office
- Good Turns for community
- Camp paying for itself
- Emotions
- Underutilized facilities – Camp Facilities
- Failures of previous SWOTs and strategic plans

Key:
2014 SWOT

Top 5

Top 3

Most important