



# SWOT Analysis: Questions to Ask

Self-evaluation is key to ensuring that your Chapter is continually improving, and the SWOT Analysis is one tool at your disposal. The following questions can help to get discussion going as the Chapter works to identify factors impacting Chapter success:

## Strengths

### POSITIVES WITHIN THE CHAPTER'S CONTROL

- What does the Chapter do well?
- What are the strengths of Members that can be leveraged for Chapter success?
- What expertise exist within the Chapter?
- What do you do better than other organizations?
- What Chapter events and activities are most successful?

## Weaknesses

### NEGATIVES WITHIN THE CHAPTER'S CONTROL

- What could the Chapter improve?
- What challenges has the Chapter experienced?
- What knowledge and expertise do Members lack that impact the Chapter?
- In what areas do your Members need additional education or experience?
- What Chapter events and activities are least successful?

## Opportunities

### POSITIVES OUTSIDE THE CHAPTER'S CONTROL

- What resources are available to the Chapter?
- What potential exists in engaging with the campus or local community?
- Who could be engaged to provide support to the Chapter?
- What are other organizations doing that you could adapt to benefit the Chapter?
- How could the Chapter benefit from taking advantage of available opportunities?

## Threats

### NEGATIVES OUTSIDE THE CHAPTER'S CONTROL

- What obstacles are presented by the campus community or society at large?
- What are other organizations doing better than your Chapter?
- What risks exist outside of the Chapter that impact future success?
- What are trends that exist in higher education or Greek Life that impact the Chapter?
- What regulations are in place that govern the operation of the Chapter?