Strengths

1. Location to the Engineering community geographically (Brazos, Texas Channel)
2. Ability to provide technical information
3. Student participation – Greater OK
4. Networking opportunities with many engineering firms in the area (Brazos)
5. ISA is the source for automation and standards
6. Some sections host great events that are financially successful and well attended
7. PE exam preparation is free for members
8. Technical diversity, Tampa (food and bev, water, etc.)
9. Technical depth, Houston (oil and gas)
10. Scheduled events and have dedicated volunteers for those events, Houston
11.

Weaknesses

1. Recognition of ISA certifications, training, standards, and the organization as a whole
   a. Communicate importance of this to ISA and obtaining accreditation
   b. **Perhaps ISA can have a designated individual section leader can contact in order to obtain certification. Would section leaders (or one individual) be willing to contact ISA about certification for their section members? ISA/Section Leaders could have a biweekly/monthly email blast about certifications, training, standards, and the organization as a whole, but the brunt of the work should not fall to one individual, so how would a rotating schedule of duty work?**
2. Easily able to communicate to members through ISA Connect. Limited reach to just members. Access to others that are interested or have dropped off are difficult to reach.
   a. Picked up phone, Email, LinkedIn
   b. **What ways do members reach out to other members besides ISA Connect in order to communicate? Is there a singular alternative communication method in common that can be the recognized second contact method to ensure every one stays in touch? Establish a group chat/community to share contact and other info.**
3. Participation and mindshare. Getting members to give time and attention to ISA.
   a. Getting organized and being able to break down tasks into smaller chunks to get members or volunteers to assist. Nothing large or daunting. Don't need them to figure things out and have a clear direction.
   b. **What would make participation to members more alluring? Should more socials/in person events be held? People participate mostly in part due to some beneficial reason for them, so what sort of benefits do members want? Should a procedure be established to ensure workshare is evenly distributed if something is not already in place? What are some ways to hold each other accountable to ensure tasks don't follow onto one person's shoulders?**
4. Lack of expo (either large or small) where all automation vendors come together.
   a. Eventbrite planner, having an event planner take on the planning and marketing,
   b. **What else can be done in regard to lack of expos besides having an event planner? How can people meet/gather besides virtual conferences? How would you make an event stand out and gather more participants than a regular webinar? How do you make a virtual conference lucrative?**
5. Geographically spread out, North Texas, Houston, etc.
   a. Online calls, move events around the section (intentional targeting)
   b. **How to pick a middle ground meeting place between sections to make travel more exciting? How to liven online calls/webinars?**
6. Member involvement and active participation
   a. Defining roles and generating micro volunteer opportunities
7. Section management tools
   a. Reporting is self reporting. Having a central tool that collects section data to generate the reports.
   b. What tools can be used for section management to lighten the
8. Information can't be found on Connect
   a. Better job of communicating to members and issues with Connect with ISA
9. Size of sections and having a small number of volunteers that do most of work and make decisions
   a.

Opportunities

1. Bring new trends to community and industry
   a. **Host more events, webinars, membership drives to invite new perspectives**
2. Doing some tabletop expos to bring automation communities together.
3. Focus on instrumentation technicians
   a. **Varied knowledge/certification programs**
4. Boot camp being brought to the location sections and catered to the area such as industry (oil and gas, food and bev, etc.)
   a. **When/How often should these be held to increase section/member health?**
5. Networking and job recruitment (ISA career center)
6. Expo
   a. **Decide upon number of events to be held annually and coordinate**
7. Training (co-sponsored ISA training)
   a. Coordination with ISA training staff (Dalton with ISA)
8. Networking events (attract YPs), Near university events
   a. Golf tournament, tabletop expo, registration through website
9. Pent up demand for technical knowledge
10. Reaching younger volunteers and engaging them into events and socials
11. Advertise benefits of membership
    a. Main page of ISA.org has benefits.
12. RSVP charge for non-members vs members, additional benefits for members
13. What can we offer members to attract them to join and stay engaged

Threats

1. Vendors are stealing members away from ISA events, competing vertical shows and expos prevents some vendors from attending all (marketing budgets)
    a. **Plan events earlier and invite vendors to more events**
2. Post pandemic world still affects people wanting to be involved in person
    a. **Host YP socials/events; increase membership drives**
3. Younger workforce not interested in societies
4. Inability to find volunteers
    a. **Divide section responsibilities equally**
5. Companies are not as involved in covering the expenses for membership.
6. Is ISA known
    a. **Marketing**
7. Too much of one industry of technology in particular areas
8. Not enough time committed from volunteers
9. Aging boards
10. Volunteer time.