



Strategy Committee July Meeting

SWOT Analysis



SWOT ANALYSIS

Identification




S

Strengths

- Niche market offering
 - Superior and Unmatched World Championship Event
 - Financial Stability
 - Community
 - Lean, Nimble and Effective Staff
- Good

Weaknesses

- 
- Limited Revenue Streams
 - Insular Organization
 - Diversity in Leadership
 - Meeting Structure
 - Archival and Historical Capture
 - Succession Planning




O

Opportunities

- Membership & Circuit Partnership
- Defined Growth Plan
- AI Operational Efficiencies
- Define Educational
- Recruitment/Visibility

Threats

- 
- Copyright
 - Expenses/Affordability
 - Staffing
 - Echo Chamber
 - Aging Volunteers
 - Outside Organization
 - Venue Space and Increased Event Needs
 - Arts Funding

● **Weaknesses Overview**

- **Succession planning** and long term strategy development
- **Limited revenue streams** - singular dependence on Championships weekend
- **Insular organization/Lack of visibility** - although inclusive to participation, access or transparency can be limited. We are only visible within existing community
- **Diversity in leadership** and key decision making positions (boards, judges, staff, etc) to reflect diverse membership
- **Meeting structure** - can we improve to be more effective (Advisory, BOD, WGIcon, etc)
- **Archival and historical** capture and availability



SWOT ANALYSIS

Identification

● Weaknesses Goals/Plans - Short Term

Diversify Revenue Streams

- Goal: Develop at least two new revenue-generating programs by the next fiscal year.

Emphasize Long-Term Growth and Innovation

- Goal: Develop and publish a 5-year strategic plan focused on innovation and growth within 12 months.

Increase Organizational Visibility and Branding

- Goal: Redefine the organization's branding and messaging within 12 months to reflect its global and educational aspirations.

Foster Inclusivity and Governance Reform

- Goal: Revise governance and advisory structures by the next annual meeting to include broader representation and more efficiency.

Modernize Meeting Structures:

- Transition to hybrid meeting formats to increase accessibility and participation. Implement regular "open forums" for input from broader stakeholders, ensuring all voices are heard.



● **Weaknesses Goals/Plans - Mid Term**

Build Operational Resilience

- Goal: Expand the core staff by 25% and implement cross-training programs within the next 18 months.

Expand Organizational Identity

- Goal: Reframe the organization's role as a parent company overseeing multiple initiatives within 2 years.

Develop Transparent Selection Processes:

- Create and publish clear criteria and processes for leadership and board appointments.
- Introduce a nomination and election process that includes input from member organizations.



● Opportunities Overview

- **Membership & Circuit Partnership** Clarity (technically we don't have members of anything)
- **Define growth** and then implement planning (BIG Ex. absorption of other pageantry organizations like BOA/DCI/Circuits or Smaller Ex. partnering with other performance organizations)
- **AI operational efficiencies** to redeploy some efforts of already small and nimble teams
- **Define our educational role** (who are we servicing and how - Judges? Directors? Development? Participants?)
- **Recruitment/visibility** to people who are unaware of our organization and sport



SWOT ANALYSIS

Identification

● Opportunities - Membership

Membership Short-Term: (12 mo or less)

- Survey current participants & circuit partners benefits and contest access
- Evaluate "membership" vs. "entry fee" model

Growth Immediate Analysis Needs: (12 mo or less)

- Overall attendance metrics
- Success correlation with attendance
- Organizational growth patterns
- Unit retention factors

Strategic Focus Areas: Define WGI's primary identity/focus (3 yr)

- Events Company
- Community Hub
- Educational Institution



● Opportunities - Recruiting & Visibility

Ambassador Program: (12 mo or less)

- Appoint WGI representatives
- Foster personal connections with participants
- Develop one-on-one engagement strategies

Growth Initiatives: (3yr)

- Identify and expand new markets
- Create targeted recruitment experiences
- Build professional development pathways



SWOT ANALYSIS

Identification



T

● Threats Overview

- **Copyright**
- **Expenses and affordability** - as costs to participate compete and travel continue to increase could be a deterrence participation growth
- **Staffing** - do we have or will we be able to staff to achieve some of the desired or proposed strategic growth initiatives
- **Organization could be an echo chamber** if we remain so insular
- **Aging volunteers** - limited knowledge base/share outside of the existing small and overworked nimble staff
- **Outside organizations** (we aren't even sure which ones to worry about)
- **Venues** and critical needs to run events (increased or varied district limitations, dependencies on schools, pricing, travel policies)
- **Arts Funding** (scholastically could be impacted in light of new administration)

SWOT ANALYSIS

Identification



T

● Threat Goals/Plan

Priority Actions (Short Term)

- Strengthen copyright compliance & reporting systems - continue to enforce current systems
- Launch comprehensive staffing & volunteer audit
- Establish venue database & grant writing team
- Trademarking / Copyrights protections for our Intellectual property and unique offerings.

Mid-Term Strategic Goals

- Explore tiered entry costs based on geography/economics
- Develop staff/volunteer recruitment & retention program
- Continue fostering strategic partnerships (venues, sponsors, organizations)

Long-term Vision

- Explore creating a WGI Foundation & endowment for sustainability
- Develop WGI-owned assets (music library, venues, programs)
- Establish Leadership Academy & educational pipelines

SWOT ANALYSIS

Identification

● Threats - Long Term

Core Strategic Initiatives

Copyright & Arts Access · Licensing compliance
· Cost management · Resource development

Organizational Growth · Staff development · Volunteer
succession · Knowledge preservation

Infrastructure Development · Venue partnerships ·
Strategic alliances · Revenue diversification



T

Assignment

Review immediate and mid recommendations for Weakness, Opportunity, Threat

Rank top 1-3 areas or add anything that may be missing or unclear for each area

Identify a presenter and be prepared to share with group your team thoughts at the end

Group Discussion



