

# SWOT ANALYSIS: ATLANTA WORLD WAR II HISTORY ROUND TABLE

March 31, 2024

## STRENGTHS

WWII remains a popular topic among older generation.  
 Small but loyal group of members that attend meetings and see us as a social group.  
 Excellent Internet presence/website  
 Excellent amenities: Fellowship Hall & kitchen  
 We often (but not always) have very compelling speakers that draw large attendance.  
 Our membership is growing (can they be retrained?).  
 We're using audio/video technology to enhance & modernize our meeting format.  
 We have demonstrated the ability to successfully adapt new styles and meeting protocols (Jan. Holocaust and Mar. Hiroshima/Nagasaki meetings) and set ourselves apart from other orgs. We can be best-in-class and may already be.  
 People come for three things: **socialize, eat, and an interesting presentation about WWII history**. These must be our core focus. Any other aspects of our meetings are non-critical accessories.

## WEAKNESSES

Decreasing veterans demographic. Few of the WWII generation left, and soon all will be gone.  
 Aging membership (55+) with very few minorities.  
 Few members have the desire, time, or qualification to lead or put in required work as an unpaid volunteer, and fewer members have skills required to modernize.  
 We do not have a full Board (no Treasurer, no VP) and no one positioned to take over Presidency: we depend on a few people to serve perpetually (result: orthodoxy & stagnation). Those in key leadership positions have full-time jobs: an increase in full-time job commitment could result in leaving Round Table with no backfill.  
 Inconsistent guest speaker quality that negatively impacts attendance and retention: compelling speakers followed by uninteresting or mediocre speakers.  
 We are still largely considered a veterans group. It will take time to rebrand.  
 Antiquated RSVP and admissions payment system. Self-inflicted money loss.  
 Most members demonstrably uninterested in guest speaker book signing events.  
 Perception: we are an older membership that meets in the morning in a church: not a sexy venue for younger generation.  
 Joint meetings with other orgs have proven unsuccessful (except for field trips)

## OPPORTUNITIES

Continue the transformation: membership largely in favor and receptive of changes in meeting format and transitioning from America-centric veterans group platform to global perspective round table on WWII history (historians group, not veterans group).  
 Eliminate what most people don't come for, such as observing traditional veterans meeting protocols; a vocal minority orthodoxy will be offended, but the silent majority will welcome the change. To survive in modern times, we must be a history org, not a nationalist/political/religious org.  
 We attract non-local guest speakers who are often authors and see us as a book signing platform but require honorarium, airfare, hotel, etc.  
 We have enough budget to fly in compelling speakers once or twice a year.  
 Annual Field Trip (popular and can be used for joint-org events).  
 We can get a temporary boost from popular WWII media, such as Masters of the Air.  
 We can consider meeting fewer times a year and produce quality speaker/high-interest topic meetings only. (Do only meetings that draw large attendance.)  
 In reference to Weaknesses & Threats, shut down the org now vs. wither on the vine?

## THREATS

80 years removed from WWII, an event that is increasingly ancient to the younger generation.  
 WWII history is sacred to us - we demand that our sacred history be passed to prosperity - but not sacred to most of the younger generation. We cannot stop the march of time.  
**Young people interested in WWII use Internet to learn about WWII, which can be more immersive and more entertaining compared to a Round Table meeting. This trend will continue exponentially with advances in online technology and is already rendering groups like ours obsolete.**  
 Young people are busy with school activities, raising a family, starting a career, etc.: the occasional young person who attends our meetings is not the Chosen One who will carry the torch; he or she is an anomaly. (WWII vets who started our org did so in their 50's/60's)  
 Little or no interest from local media & educators in supporting/promoting our org.  
**Running out of compelling local speakers on WWII, and lack of diversity (saturation of 8<sup>th</sup> Air Force speakers.)**  
 Non-WWII speakers (Korea, Vietnam etc.) are interesting to some, but often drive low meeting attendance and will expedite our demise.  
**Other orgs compete for members, and we often recycle their guest speakers.**