|  |  |  |
| --- | --- | --- |
| (Ideas to ask) | **Positives** | **Negatives** |
| **Internal Factors**   * Human resources * Physical resources * Financial resources * Activities and processes * Past experiences | **Strengths**   * Traditionally practice holistic care * Look at all social factors * Practice in underserved communities across the lifespan * Empathy * Empowering women * Include the whole family * Knowing/experts in normal and healthy * Advocates and passionate | **Weaknesses**   * Lack of self-care * Lifestyle, less willingness for low wages ↑ hours * Less understanding/control of healthcare economics * Lack of CNM diversity * Don’t control checkbook * Avoid confrontation * Vulnerable as a profession🡪compromised * Public awareness of midwives * Legacy of inequality, (wealth, health) * Lack of midwifery unity |
| **External Factors**   * Future trends - in your field or the culture * The economy * Funding sources (foundations, donors, legislatures) * Demographics * The physical environment * Legislation * Local, national, or international events | **Opportunities**   * To empower * Midwives are primary providers for underserved locally and globally * Intimate relationships with women * Lots of midwives coming up * Opportunities for advocacy, bring the voices to different arenas * Speak up against racism and white supremacy * National debates, sanctuary cities | **Threats**   * Lack of resources * Lack of diversity * Lack of understanding of midwives (public, admin) * Lack of and cost of CNM programs * Current administration * Inequitable access to resources * Distrust of the profession * Time constraints/fiscal threats * Physical violence * Fake news * Lack of unity across midwifery |

**SMART Action Plan:**

Increase recruitment and retention of midwifery students

* A variety of entry routes
* Increase the number of programs at academic medical centers
* Broaden recruitment from allied health
* Mentorship/pipeline programs
* Addressing barriers to midwifery school

By 2025 we will double the number of midwifery students of color by addressing the aforementioned points, with a 90% graduation rate.