

Grace Episcopal Church Strategic Planning

SWOT Analysis

As part of the GEC strategic planning endeavor, we are interested in your perspectives on the current operating environment of GEC. Based on your personal knowledge and experience, please answer the following questions:

1. Please identify what you see to be the strengths of GEC?

Note: A strength is a reputation, tradition, asset, methodology, perception, perspective, etc. which could increase GEC's capacity to achieve its mission.

Presence on the Square
Aesthetics
Openness/welcoming
Diverse
Existing ministries
Music program (10 am)
Anglican community
Talented, committed members
Downtown dwellers with time and money
Many different types of opportunities for participation

2. Please identify what you see to be the weaknesses of GEC?

Note: A weakness is a reputation, tradition, asset, methodology, perception, perspective, etc. which could decrease GEC's capacity to achieve its mission.

Some committees could function more effectively and need new members
Core is aging
Changing demographics of families
Youth programming (children's choir)
Lack of excitement
Where have all the "fallen away" gone?
Up to date and sustainable technology
Effective electronic communication
Small core of "active" volunteers
Uneven parishioner engagement/information dissemination & understanding

3. Please identify what you see to be the opportunities that GEC could exploit to increase the likelihood that GEC can ... (from mission statement)

Note: An opportunity is an event, trend or condition that GEC could take advantage of or build on that would increase its capacity to achieve its mission.

Downtown demographics
National press
New type of church attendee
Technology changes

4. Please identify what you see to be the threats that GEC should be aware of that could decrease its capacity to achieve its mission ?

Note: A threat is an event, trend or condition that would negatively affect the capacity of GEC to achieve its mission.

National press
New type of church attendee
Technology changes