

Strengths

- Strong fairly large state school system to draw from
- History of organization
- Influx of young recreation professionals as field grows
- Communication
- Scholarships
- Strong leadership and committed membership
- Knowledgeable leadership and talented
- Positively want to grow and improve
- Community
- Relationship with generous sponsors

Weakness

- Attendance at some extramural events
- Location/size of state
- Voice
- Need more students and young/new professional involvement/leadership/attend
- Graphics, images, videos in communication
- No recent formal state workshop
- Bigger carrot for workshop
- Undefined definition of the value of PIRSA
- Small departments are a large part of the membership
- APATHY
- Location of officers
- Need more involvement from directors and associate directors to push other staff to attend
- Create a culture

Opportunity

- Do something different than NIRSA R1 or Annual Conference
- Networking events and workshops
- Expanding events
- Discussion boards for community/events
- Social Media
- No defined model of how PIRSA need to function
- Rethink workshop model (needs a refresh)
- Transition at various institutions
- East vs. West rivalry for extramurals

Threats

- Competition from other professional organizations
- Struggling budgets

- NIRSA consolidating sponsor
- Oversaturation
- All the NIRSA and non-NIRSA program specific conferences and events
- Budget troubles
- PASSHE problems
- Lack of interest for new members