

	Internal		External	
Strategic Action	Strengths	Weaknesses	Opportunities	Threats
Attend Community Events	-Attend Community events year round. Consistency Active Native American Student Body at UMD	Difficult to find the representation at every event	More involvement within School programs, instead of just University Events	Limiting ourselves, in the type of events that we sponsor, and events that are off campus are hard to attend
Recruit	Being active in the community promotes and advertises AISES Sponsor a spectrum of events at UMD (ranging from Science/Cultural events/Speakers and Lectures)	Overall low membership Difficult to have the entire group represented at Events	Large population of Native American Students at UMD	Low awareness of the group Science and Engineering may be intimidating Ex: must be a science major... this is NOT true Low Self esteem Intimidating/Cultural Shock for some Students
Volunteer	Working directly with Duluth Youth, specifically Native American Youth (which is a large representation of the youth in our area) Act as positive role models in the community	Hard for everyone to find time outside of school and meeting times to go as a group and volunteer. Always focus on Native American Kids	Volunteering with kids from the community can show them that education is a GOOD thing, and they CAN do it 😊	Culturally based Acceptance Issues Volunteer opportunities have a set schedule Example: Kids Café only runs from 3:30 - 5:30

Goals Where do we want to go?	Action Items What will help us achieve our goal?	Intended Outcomes How will we know when we have achieved the goal?	Actual Outcomes Did we achieve the goal?
Build Membership	Outreach to professors and Classrooms	Seeing an Increase in Membership or Interest	
Increase Activity	Talking with classes and getting the word out about our group can help make a more friendly and welcoming environment	Larger attendance at events that we sponsor.	
	Get involved with High School AISES groups around the area		