

Strengths (How can they maximize strengths?) **Eric**

- Currently established website.
 - Ability to build updated content on the current website that is better organized, professional, and creative to influence a new positive and lasting impression.
- Website displays clear and easy to find social media links.
 - Social media is up to date.
- Website allows the opportunity for networking and peer to professional development.
 - Use social media links and create resume building tips page.
- Website has a direct and focused area of content.
 - The organization's content is specific to Public Relations.

Weaknesses (How can they reduce weaknesses?) **Josh**

- Poor mobile optimization
 - Content needs to be aligned to fit the form factor
- Lack of recognition around campus
 - Have more campus events, and advertise social media / website consistently
- In need of more content
 - Pictures and additional graphics need to be added to the website / social media
- Website tone does not stand out
 - Color palette and typography needs to be improved

Opportunities (How can they take advantage of opportunities?) **Sandra**

- Membership base set in place
 - Emphasize the number of current members they currently have
- Opportunity to reach bigger audience on UTA campus
 - Reach students that are non-PR majors that may be interested in organization
- Financial contributions from alumni
 - Financial contributions from alumni help organization expenses
- Events/Conferences
 - Social events and conferences schedule should be a main priority to emphasize networking opportunities

Threats (How can they reduce impacts or threats?) **Carson**

- Other Organizations on campus
 - Improve website, strengthen call to action and awareness of website/presence on campus
- Extracurriculars

- Work with/be aware of events/clubs/organizations to reduce schedule conflicts
- Activities unrelated to the university
 - Encourage commuters to join for resume enhancement
- Part time students with full time jobs
 - Highlight benefits of organization and direct students/users to sign up
- Students unable to afford membership
 - Encourage donations to lower membership cost
- Students are lazy
 - Create an autofill for forms to strive for convenience and ease