

## TIMELINE FOR REMAINDER OF STRATEGIC PLAN

April, 2011 – Board of Control respond to SWOT analysis

Late April, 2011 – Conference call to review SWOT analysis report, Staff begin development of preliminary goals and objectives

May, 2011 – Survey the member schools, needs assessment (evaluate current programs, needs, methods, etc.)

Late May, 2011 - June, 2011 – compile final surveys and staff develop goals and objectives

June, 2011 – Conference call to discuss preliminary report

July 22, 2011 – Board consider final adoption of strategic plan

## SWOT Analysis

### What strengths and weaknesses are examined

The strengths and weaknesses analysis is an internal examination that focuses on your past performance, present strategy, resources and capabilities. It is based on an analysis of facts and assumptions about the company, including:

- People (Human Resources)
  - People and skills (in particular marketing, export experience)
  - Staff development
- Properties (Buildings, Equipments and other facilities)
- Processes (Such as quality, finance, M.I.S. etc.)
  - Financial resources (debt to asset ratio and personal equity)
  - Governance
  - Management/ leadership
  - Staff development
  - Communication
- Products (Publications etc.)
  - Sales
  - Products
  - Markets
  - Capabilities/ scalability
  - Capital structure suppliers
  - Customers (market research)
  - Intellectual property

Internal Stakeholders	Strengths	Weaknesses
KHSAA Staff		
Member Schools		
School Administrators		
Board of Control		

<b>Coaches</b>		
<b>Officials</b>		

**SWOT Analysis** - An external analysis usually includes looking at various trends, including demographic, political, economic, societal, cultural, technological and environmental. Competitors are also examined for capability, resources, new products, market segments, etc.

<b>External Stakeholders</b>	<b>Opportunities</b>	<b>Threats</b>
<b>KDE</b>		
<b>Legislature</b>		
<b>Judiciary</b>		
<b>Federal Government (Title IX)</b>		
<b>Local School Boards</b>		
<b>Students</b>		
<b>Parents</b>		

<b>Media</b>		
<b>Federation (NFHSA)</b>		
<b>Fans</b>		
<b>Middle Schools</b>		
<b>AAU</b>		
<b>College/career Ready</b>		
<b>NCAA Clearinghouse</b>		
<b>AMA</b>		
<b>Business Sponsors</b>		
<b>Civic Organizations</b>		
<b>Venues/Facilities</b>		

<b>Weather</b>		