

SWOT ANALYSIS 2020 SUMMARY

Strengths What do you do well? What unique resources can you draw on? What do others see as your strengths?	Weaknesses What could you improve? Where do you have fewer resources than others? What are others likely to see as weaknesses?
<ul style="list-style-type: none"> • Focus on updated, relevant and diverse course offerings and partnerships with premier vendors allowing for multiple formats (face-to-face, distance learning, on-demand, guided learning, etc.) that allow for professional credentials. • Development of diverse career paths that provided learning options and organizational professional development. • Timely and accurate customer service, enrollments and support. • Flexible and cost-effective learning and development options within the marketplace. • Clear and timely communication providing the latest updates and options from CFTEA. • Positive reputation as an established non-profit. Highly recommended by Alumni • Engaged, forward-thinking, collaborative, passionate and diverse board and council members with recruitment of new members to provide strong leadership in partnership with the executive director. • Energetic marketing and social media tied to our brand. • New website with searchable courses. • Community outreach and non-banking options for learning and development. • High level of professional instructors. 	<ul style="list-style-type: none"> • Reliance on publishers to update materials with long gaps. • Contact list of decision makers for day long / multi-day workshops missing. • Contacts in the community for non-banking educational opportunities. • Limited working capital • CFTEA staff's ability to manage growth due to limited resources. • Manual systems still in use. • Lack of LMS (allowing students to access transcripts and course progress) • Number of classes offered can be overwhelming with outdated catalog structure and learning methods. • Council members not leveraged • Clear Mission and Vision with an answer to why CFTEA is the best choice in education • Marketing outside of banks and not all banks participate. Not well known in the credit union world or community. • Not being accredited • Disengaged board and council members

<p>Opportunities</p> <p>What opportunities are open to you? What trends could you take advantage of? How can you turn your strengths into opportunities?</p>	<p>Threats</p> <p>What threats could harm you? What is your competition doing? What threats do your weaknesses expose you to?</p>
<ul style="list-style-type: none"> • Providing training options to those not in a financial institution. Meet and engage with local and small businesses to showcase learning and development opportunities. • Providing opportunities and collaboration to those that may not have considered banking as a career (such as through adult education programs). • Continue to make CFTEA a recognized brand across all platforms. • Rebuild relationships with organizations that are used CFTEA infrequently. • There are training dollars available in today's budgets. • Rating course intensity, Beginner, Intermediate, Advanced. • Allow students on-demand access to their transcripts for transparency. • Introducing new board/council members outside of financial institutions for diverse experience. • Tailored training for "C" level employees or board members. • Instructors for hire to come into a bank or credit union to teach a class on site on different universal banking topics (like many that CFTEA already offers). • Continued development of back office options to expand training beyond the branch. Expand course offerings and career paths to address the changing face 	<ul style="list-style-type: none"> • Competition from other training organizations. Competition is perceived as updating material faster than our vendors. • Competition at this point are webinars and learning online options. They do not offer the amount of classes that CFTEA does, nor do they offer the ability to call and chat about the classes offered that are tailored to the organization. • Small financial institutions using CFTEA, but are acquired by larger financial institutions that aren't. Mergers and acquisitions. • Financial institutions that want live training, but there are not enough students to run. Where are these options going? • Financial stability. Exposure to the next economic downturn. There are training dollars available but that changes quickly. • Apps for mobile learning (currently exists with MindEdge, but no other place). • Bulk of enrollments from retail front-end. • What is the perceived value of a certificate or diploma? • CFTEA can be viewed as too easy if one class completes multiple certificates/diplomas. • Changing environment of modern banking may eliminate some roles that were CFTEA's target audience.

<p>of banking and new roles that have emerged.</p> <ul style="list-style-type: none">• Leveraging technology (LMS) to meet needs of time-challenged audience.• Use LMS for automated record-keeping.• Modernize training methods.	<ul style="list-style-type: none">• Large financial institutions with “in-house” may not encourage or incent employees to pursue CFTEA courses.• Organizational employees spread across a larger footprint and time zones making scheduled training more difficult.• Remote employees are an emerging part of the workforce. Addressing their needs will be important.• Easy access to many LMS options.• CFTEA becoming stagnant.
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