







## 2017-2018 Fortune Freestyle SWOT

<b>Strengths</b> 	<b>Weakness</b> 
<ul style="list-style-type: none"> <li>• FF athletes are happy with their coaches and the program!</li> <li>• FF is the largest program in the province.</li> <li>• Training on boxes and rails</li> <li>• Parent feel they are kept informed of club activities.</li> <li>• Parents believe their kids are safe at FF.</li> <li>• FF has a large pool of dedicated volunteers who are interested in volunteering.</li> </ul>	<ul style="list-style-type: none"> <li>• Some parents did not know who their kids coach was.</li> <li>• Parents, particularly those not on the d-team, do not know who the board members are.</li> <li>• Board transparency is a concern; this is likely related to their expressed belief that the board is not keeping parents informed of their activities.</li> <li>• Communication between parents and coaches.</li> <li>• Coaches being on time.</li> <li>• Safety (audit report).</li> <li>• Communication with between coaches and parents, as well from head coach to coaches.</li> </ul>
<b>Opportunities</b> 	<b>Threats</b> 
<ul style="list-style-type: none"> <li>• Parents want FF to be a fun and a competitive club.</li> <li>• Having a ski report card outlining athletes progress and areas for improvement based on the Fundamentalz program.</li> <li>• Parents want to receive information from FF; #1 e-mail #2 at the hill #3 website. There is little interest in a newsletter or social media.</li> <li>• Increase parents level of satisfaction with the club's organization.</li> <li>• Parents and kids want a mogul program</li> <li>• Professional development opportunities for the FF coaches</li> <li>• AGM is an opportunity to engage the parents, recruit folks to the board.</li> </ul>	<ul style="list-style-type: none"> <li>• The weather!</li> <li>• Support from Camp Fortune.</li> <li>• Not attending to the safety concerns identified in the audit report.</li> <li>• The coaches qualifications.</li> </ul>

