

MEMORANDUM

TO: Members of SWOG

FROM: SWOG Operations Office

DATE: November 1, 2019

SUBJECT: SWOG Strategic Plan 2019 - 2024

In January 2019, SWOG leadership launched a strategic planning process with the goal of defining its goals, strategies, and tactics for the next five years. SWOG leadership designed the process to ensure high engagement by the chairs of Research Committees and Research Support Committees, Executive Officers, and other key stakeholders. The strategic planning process was aided by Huron Consulting Group, which conducted interviews, administered a survey, and facilitated a Strategic Planning Retreat.

The document, SWOG Strategic Plan 2019 – 2024, is composed of the following components:

- History and Characteristics
- Vision, Core Values
- Mission
- SWOT analysis (Strengths, Weaknesses, Opportunities, and Threats)
- Strategic Planning Framework
- 5-Year Goals, Strategies and Tactics
- Immediate Next Steps

The complete strategic plan can be found on the SWOG website, <https://www.swog.org/about/swog-strategic-plan-2019-2024>