

Central Texas Section SWOT Analysis

Strengths

- Leaders, Leadership Experience
- Volunteers, Diversity of Volunteers
- Number & Variety of Companies
- Large Student Base
- Engineering Education
- Financial Resources
- Reputation
- Good geographical location

Weaknesses

- Lack of gender/age diversity
- Geographical separation / locations
- Low Industry engagement
- Lack of engagement of future generations
- Information overload
- Incomplete information networks

Opportunities

- New Communication Channels
- New Business + Startups
- Autonomous Vehicles
- SxSW and Music
- Many people relocating to ATX & SA
- Smart Grid + Energy Storage + Distributed Generation
- Meetups & Hackathons

Threats

- Competition for time
- Competition to be your Tech Info Source
- Declining Employer Support
- Corporate IP Concerns
- Fewer job seekers (less need for networking)
- Traffic

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