

Revised  
November 8, 2004

## **EAST COAST GREENWAY ALLIANCE** **Organizational Assessment**

### **Focus Group on Organizational Capacity**

#### **Overview**

The purpose of this focus group is to ensure that the work of the ECGA 2010 Strategic Committee incorporates the input of State Committee, Board of Trustees, and Advisory Board members from the very start as it works to assess and address organizational capacity to meet the challenge of completing the ECG by 2010.

We are seeking your ideas on what might assist and impede us in this 5-year endeavor. This session is designed to gather your input to provide to the 2010 Strategic Committee as they take up matters related to organizational reform, staffing needs and strengthening our state committees. The Committee will take what you say and incorporate it into their deliberations over the next six months. They aim to bring to our April board meeting a set of recommendations for our Board to review for adoption.

#### **Questions**

1. You know that ECGA has established the goal of completing the ECG by 2010. In what ways do you think ECGA currently has the capacity to meet the goals?
  - What strengths of the organization do you consider most important in helping to accomplish this goal?
  - What strengths not already cited in the SWOT provided should the Committee consider?
2. What do you see as the most important weaknesses that must be addressed if ECGA is to meet the five-year goals?
  - What national organizational issues do you think need to be addressed?
  - What might be the most significant limitations on your state committee's capacity to work toward the five-year goals?
3. What opportunities do you think the Committee should consider?
4. What threats should also be considered?
5. In closing, what else would you like to communicate to the Steering Committee as it begins its work?