

# SWOT Analysis

**Subject:** Formal Evaluation and Compensation Process for Executive Director

**Organization:** Michigan Radiological Society

## Strengths

- Dedicated and experienced Executive Director providing continuity and institutional knowledge.
- Stable governance structure with an engaged Board and Executive Committee.
- Annual meeting and summer retreat already exist as natural touchpoints for feedback and evaluation.
- Engaged BOD that can provide meaningful, representative input.

## Weaknesses

- No formal or standardized performance evaluation process for the Executive Director.
- Compensation adjustments and bonus assignments are ad hoc, with no structured method to address inflation or merit-based bonuses.
- Lack of documented feedback limits transparency, accountability, and succession planning.
- Risk of dissatisfaction due to unclear compensation expectations.

## Opportunities

- Implement a formal, recurring evaluation process that aligns performance with organizational goals.
- Use a structured member survey sent to committee heads to gather broad, objective feedback.
- Empower the Executive Committee to synthesize feedback and conduct a comprehensive annual performance review at the summer retreat.
- Establish a transparent, predictable compensation framework:
  - Automatic annual salary adjustment tied to CPI to maintain real compensation value.

- Annual performance-based bonus determined by the Executive Committee based on documented review.
- Improve governance best practices and align with standards used by peer professional societies.
- Enhance retention and motivation of the Executive Director.

## Threats

- Risk of Executive Director burnout, disengagement, or attrition due to lack of formal recognition and compensation structure.
- Perception of governance weakness or disorganization among future Executive Director candidates.
- Potential difficulty recruiting future Executive Director without clear evaluation and compensation policies.
- Missed opportunity to proactively address performance issues or recognize exceptional contributions.

## Proposed Process Summary

- **Annual Member Feedback:**  
Conduct a standardized survey distributed to heads of standing and ad hoc committees at or immediately following the annual meeting.
- **Performance Review:**  
Executive Committee reviews survey results and conducts a formal evaluation at the summer retreat.
- **Performance Bonus:**  
Executive Committee votes on a discretionary annual bonus based on the evaluation.
- **Cost-of-Living Adjustment:**  
Implement an automatic annual salary increase tied to CPI, applied consistently each year.