

# Introduction to the WinSFA Retooling Committee's Interim Report

To the Keycon Membership,

In July 2021, we shared a survey with you and the wider community. An amazing number of you responded. Thank you. Your responses will allow us to grow the community and help the convention serve its community better.

We have completed our initial data collection phase, and the preliminary analysis of the survey results. There were a wide variety of responses to the survey and we've used them to start a SWOT (Strengths, Weaknesses, Opportunities, and Threats) analysis and set priorities.

We've identified the following common themes to explore:

Strengths: Sense of Community and Hospitality Suites

Weaknesses: Cliques & Gatekeeping, Professionalism, Visibility into Convention Operations, and Visibility into the WinSFA Senate

Opportunities: Marketing, Panel Topics, and Guests

Threats: Safety and Perceptions

We've released a more full report on the WinSFA website on the Retooling Subcommittee's project [page](#) (or follow this [link](#)). In this report, we go into more detail on each item described above.

If you have concerns or feel we have missed a major priority for the Retooling Committee to consider, you may contact us in confidence through the WinSFA President ([president@winsfa.org](mailto:president@winsfa.org)).

In your service,  
The WinSFA Senate - Retooling Committee