

## BCIA Summary of SWOT Survey

April 10, 2008

SWOT stands for "strengths, weaknesses, opportunities, and threats." This is a survey method of open-ended questions that is used to help evaluate the current perception, and to guide the future direction, of an organization. The survey was sent to all members of BCIA, ISNR, and AAPB. Approximately 278 people responded. This feedback was helpful in guiding the recent strategic planning meeting in Denver on February 16, 2008. Because we ended up with over 50 pages of small print, it is impossible to provide all of the comments, but the following were some common themes.

### ~~~~Perceived Strengths of BCIA~~~~

- Strong professional, education, and ethical standards
- Longevity and stability
- Certification offers legitimacy and recognition to professionals who use biofeedback
- Offers some legitimacy to those biofeedback practitioners who are unlicensed and practicing
- Offers a referral base
- BCIA certificants expressed pride and loyalty toward their certification
- Good customer service; knowledgeable staff

Thank you for all the information you sent us about your positive perceptions of BCIA and why you are proud of your certification. It is evident that you value your credential. We hope to build on these strengths to ensure BCIA assumes its rightful place in the field. It is also evident that you have information to share about things you'd like us to improve.

### ~~~~BCIA Perceived Weaknesses~~~~

- Communication between the BCIA board and the certificants could be improved
- Confusion about how BCIA is managed
- Difficulty getting re-certification continuing education units
- Difficulty getting certified internationally
- BCIA credential is poorly tied to insurance re-imburement
- Poor recognition outside of the BCIA, AAPB, ISNR, BFE, and the vender community
- Confusion regarding the role of certification bodies vs. the role of professional associations (such as AAPB and ISNR).

To begin addressing these weaknesses, the board has begun to explore several new initiatives to help increase:

- communication with certificants through email alerts, progress reports, and visibility of board members.
- opportunities for re-certification continuing education.
- influence and re-imbursement among insurance companies.
- visibility of BCIA certification worldwide.
- international certification.

The work on these initiatives is done on committees and task forces by volunteers who are passionate about biofeedback and their BCIA credential. If you would like to volunteer some of your time on a committee or task force, let us know at [info@bcia.org](mailto:info@bcia.org).

The BCIA Board of Directors