

	Strengths	Weakness	Opportunities	Challenges
<b>Cultural Product</b>	One of a kind music programming offered by UO, SOMD, an cultural institution providing a nurturing ground for creativity and cultural exchange.	It takes a long time to nurture the taste and acceptance of WMS's musical offerings to the Eugene audience. Since Eugene has its own "grass root" feel for what world music is, WMS's seemingly purist quality of world music may be a set back for engaging with the community. What is most distressing is student involvement is low.	WMS do have the opportunity to present itself as an ambassador of world culture and arts through the music events, and broaden different aspects of music making to students of UO.	Although the university strives to be multicultural, but realistically speaking, the culture of UO is football.
<b>Pricing</b>	Adults: 12, Student and Senior: 8 The pricing is very cheap in comparison with other music programs held at SOMD. The pricing is meant to be affordable for students.	Because the tickets are lower in pricing, the concerts almost never make any money.	Pricing should be something that is stressed in the marketing scheme of things. WMS are producing high quality music events with affordable pricing.	Pricing is also lower than many other programs in the city, audience may think it has less quality and associate their pre-perception of world music stereotypes.
<b>Place (Access)</b>	All concerts are held at Beall Concert Hall, UO. Easy street parking and campus parking with ramps for disabilities. No parking fee. This location also signifies how UO is	The concert events are posted on SOMD's website, but not sure how this is easily access by the public, even though every event by SOMD is public. Posters are out three weeks ahead of concert date, but seems like most of them were in the	After the first concert of WMS's concert series, we have noticed there are a group of audience members wishing to be on the mailing list. And we have since updated our FB pages for the younger audiences.	Most students on campus do not or have not heard about this concert series. And being visible and being heard on regular bases in between the concert events are quite difficult. Since this is our first year running it.

		SOMD, making it less visible for the rest of the campus or even the city.		
<b>Promotional Efforts</b>	<p>This is the first year we made actual print quality 11 x 17 posters with proper logos, and SOMD logos on it. It looked professional and the poster was well received. We placed an morning and afternoon add on KLCC, we also sent out emails to many music appreciation classes for their attention. This was the first year that we were publicized on public broadcast. Go Radio!</p>	<p>Because this was our first time, we had no idea how much budget we would need to pay for all the publicity and promotion. We made enough posters for the SOMD, but felt that there was not enough campus wide. We have no idea how effective was the public radio announcement, and would have no idea how many people came because of the radio announcement. Most students came because they needed concert attendance for grade.</p>	<p>For the months between concerts and events, we have decided to put on mini lunch time concerts held at various spots on campus for promotional causes. Also to engage with the rest of the student body we are going to invite our own student artists to provide for the show. We are thinking of putting together a survey for our next event, to see how our audience finds us, we can use the data collected to make adjustments in our marketing efforts for next season.</p>	<p>The lunch time miniature concerts will be interesting to organize, since we are looking for student volunteers as artist, and also scheduling with the use of venue with the rest of campus would be a challenge. Also, picking the right day to put on the lunch time concert and the right spot for pre-concert exposure would be tricky, since there is always something going at all times!</p>