Alumni Association Board Of Directors
WEDNESDAY, FEBRUARY 8, 2006

Strengths

- A great reputation – wherever you go, Gonzaga is “known” - Basketball
- Intimate class sizes
- High quality education
- “Family-like” atmosphere
- GU is like a (special) “bubble” – very positive in the midst of the city
- Gonzaga’s Jesuit identity – How Jesuits educate, why we think the way we do
- The legacy of Fr. Tony Lehmann, SJ
- Location (the Northwest)
- Location (within Spokane – close to downtown; Spokane a “big little city”)
- The University has itself created a community around it
- Campus footprint – significant, not squeezed into a suburb
- The campaign theme says it all: “Educating people the world needs most”
- The feeling that “We’re all part of the same team here”
- Service learning & the tradition of service by students
- The fact that Gonzaga has been willing to give kids a second chance (New Start) – some of those students are our most loyal, and successful, alumni
- That GU is not “elitist” (a la Santa Clara) – challenge to keep it that way
- Riverpoint Campus – Univ./Ed Center perception

Weaknesses

- The decreasing number of Jesuits – what implications does that have?
- The decreasing number of faculty who are Catholic, or have a commitment to Catholic and/or Jesuit educational ideals - hiring
- Things are too “accreditation-driven” for instructors (specifically, Law and Business accreditation standards, curricular/testing)
- Lack of ethnic diversity – how do you make Gonzaga a place where these students want to go?
  - We should be focusing on Latino/Latina and Native American students
- If we are viewed as “elitist” or “too selective,” the perceived cost will drive people who are socio-economically challenged away
- Riverpoint campus may be a self-fulfilling opportunity or threat

Opportunities/Threats

- The University District (i.e., WSU, EWU across the river) can be either a threat or an opportunity, depending upon what we make of it. [Self-fulfilling prophecy at work.] Each has its purpose, its niche.
- WSU/EWU Riverpoint could pould some of our programs at competitive risk (e.g., Engineering)
Gonzaga is probably at maximum size if maintaining the “family-community feeling” is desired. The increasing number of students jeopardizes the “sense of community”

Gonzaga is “horribly underfunded” in terms of its endowment.
  - With rising costs, financial packages that are funded by the endowment are going to be more and more important.

Rising cost of attendance has outstripped increases in inflation; at some point it has to end

Historically, Gonzaga has done a poor job of financing the appropriate level of renewal/replacement for facilities. Performing Arts, Student Center.

Enrollment needs to stabilize

If you stop growing, you die – the key is how to manage growth

The University needs to consider the concept of extension campuses in places such as Seattle, Portland, Boise, enabled perhaps by distance technology

The relationship of the University to the Oregon Province, in view of the sex scandals

How does the relationship between the Jesuits and the University get defined?

Cost of education – cost/benefit analysis – competition – trajectory of growth (tuition/cost)

Changing demographics (gender) result of cost

Gonzaga as an apostolate – relationship with the Province (alumni giving)

Catholic/Diocesan/Province: assets