Strengths

- Good people – available/helpful (size of institution)
- Community family atmosphere
- Location within Spokane
- Physical campus is desirable and improving
- Perception within community, region, nation, is positive, can be easily related to
- Our Alumni
- Quality of academics
- Good people all around – students, employees
- Spirit of students very positive compared to peer institutions
- Powerful name – evocative/recognizable
- Jesuit environment
  - Plant still alive?
  - Community?
- Influence of institution in community of Spokane, “pulse”/influence – service activities
- Opportunity to change lives

Weaknesses

- Diversity – ethnic (lack of)
- Poor internal communication – everyone needs to take ownership
- Diminishing benefits (comp.) compared to other institutions. Internal perception – poor pay
- Retention and recruitment implications and morale
- Competitive in National market – motivation
- Jesuit ethnic RE: comp. reflective of labor approach
- Financial instability – reactive
- “Getting by with what we have” a poor way to operate – assess real needs
- Budget/Finance – basis for refusal
- Facilities – older building need upgrading
- Resistance to change (change is not welcome everywhere)
- Too many adjuncts – lose personal touch, don’t know who they are and they don’t know who the students are
- Sufficient personnel? Given size and growth, need to catch up – understaffed
- Physical grounds are not kept pretty – start out that way, but lack of personnel, can’t keep up – maintenance, attention & care – get by with what you have
- Surrounding neighborhood – appearance, not enough restaurants, services close by for the students
- Potential for missing little things that may prove important in leaner times – not preparing for changing demographics or lean times

Opportunities

- Technology – ability to teach at a technologically (or otherwise) appropriate level
Jobs
Health related partnerships (Heart Institute), University District
*anticipate change in demographics and be responsive to this.
Opportunity to be part of the “aging movement”
Are we expanding/identifying ourselves in view of regional needs/opportunities?
(Medical, Technological)

Threats

- Changing demographics – fewer people entering college
- Federal loan programs decreasing – support for students
- Complacency
- Increasing enrollment – adequate “support infrastructure”