SWOT - Engineering
February 9, 2006, 1:30pm
Facilitated by Tom Agnew

**Strengths**

- Interaction with students
- Jesuit nature of education
- Student/faculty ratio
- Location
- Teaching as emphasis/University wide?/Is this the main focus?
- Name recognition
- Study abroad programs
- Recruit good students
- National visibility of athletic program
- Interdisciplinary collaboration
- Small size
- Approachability/faculty/staff/students
- Faculty commitment and loyalty to GU
- Finances seem secure
- Community service
- Beautiful campus
- Don’t have graduate programs

**Weaknesses**

- Competition (e.g., UW advertising MBA)
- Lack of endowment/too tuition sensitive
- Lack of international students
- Lack of diversity in general
- More dependent on adjuncts
- Faculty recruitment/especially monetary restraints
- Few graduate students to help with research
- Lack of research infrastructure/both physical and funding
- Lack of long term budgeting/business plan
- Location
- Degeneration of Jesuit nature of education/”morals”
- Classroom space/size & number
- Too few technology classrooms/multi-media
- Grade inflation
- Lack of exposure to research
- Lack of faculty redundancy
- Workload balance/teaching vs. scholarly work
- Cost of tuition a barrier
- Changing social/academic expectations of students
Opportunities

- Diversity/geographically and ethnically
- Improve regional ranking to national ranking
- Proximity to business/medical to reach out to
- Professional graduate studies/broader
- Alumni/mentors/potential employers/marketing/endowment
- Growing student pool from which to select
- Recruit senior faculty/faculty chairs
- Host special community workshops
- Market things like ethics workshop locally
- Basketball
- Humanistic/Jesuit education market appeal
- Work with new Downtown campus/EWU/WSU
- Get to know faculty at Downtown campus

Threats

- Competition from new downtown ‘U’ District campus
- Outsourcing/students leave with jobs
- Tuition driven
- Financial threats/cost of health care
- Disintegration of family/moral values of this country
- Changing demographics
- Growth of GU
- Trustees’ culture at logger head with University/e.g., business vs. education
- Core program resources diverted to weak/new programs
- Catholic Church perception connection
- Incoming students not prepared/academically & discipline
- Students party too much
- Financial aid cuts