Executive & Administrative Assistants
February, 16, 2006, 9:00 am
Facilitated by Jason Swain

**Strengths**

- People who work here/community (8)
- Jesuit based faith – Jesuit-Catholic values (4)
- GU Reputation (5)
- Entrance criteria (SAT) (5)
- Some great communicators (1)
- Perception that GU is doing great (4)
- Students great kids (3)
- Volunteer programs (7)
- Board members genuinely care (8)
- Employee benefits (9)
- Small size of GU (6)
- Opportunities (i.e., training; development (6)
- Beautiful campus (11)
- Location (i.e., Centennial Trail; NW) (10)
- Visibility (8)
- Retention of employees/students (10)
- Athletics (6)
- Faculty/staff expertise (9)
- Outstanding academics (10)
- Longevity (9)
- Lots of legacies (7)
- Tradition (7)
- Alumni (9)
- Donors (8)
- Our connectivity to alumni and donors (U.R.) (7)
- All denominations are welcome (10)
- Student athletes (12)

**Weaknesses**

- No child care (6)
- Diversity lacking (9)
- Entrance criteria (i.e., SAT) (10)
- Reputation – vulnerability (9)
- Challenge of living up to reputation (12)
- Not just men’s basketball (12)
- Focus too much on sports and not enough on academics (12)
- Budget limitations due to growth (12)
- Budgeting process (10)
- Fear of change (8)
- Lack of inclusiveness on EBC (9)
- Silos (12)
- Faculty/staff perception of Cabinet (8)
- Disconnect between Administration and Staff (4)
SWOT Results
2/9/06, 1:30pm

- Fewer Jesuits/less presence (8)
- Good employees are over-utilized – if you do a good job, the recognition you get is more work (13)
- Class size too high (12)
- Compensation - process antiquated (10)
- Potential students misperceptions (i.e., entrance criteria too high & financial/tuition) (8)
- Endowment too small (12)
- Tuition-driven (10)
- Lack of ability to tap into experience (8)
- Reactive rather than proactive (11)
- New employee orientation – hands on, how to do job (6)
- Lack of funding for residence hall renovations (10)
- No cyclical renewal/replacement plan (9)
- Growth (unplanned/uncontrolled) (8)
- Faculty/staff cultural divide (11)
- Technology (13)
- No succession plan (11)

Opportunities

- Endowment Campaign (13)
- Volunteer opportunities (10)
- Current success (Academic/Sports) (11)
- Ability to recruit quality students and employees (7)
- Retention due to salary (5)
- Increasing alumni involvement and donor base (11)
- Market University/our current asses (i.e., where our students are) (13)
- Ability to write and receive grant funding (10)
- More internships with business community (9)
- National Historic Register – leads to some grants (7)
- Tailor education toward globalization (12)
- Network more with other schools and organizations (13)
- Interaction with “U” District (puts area more on map) (11)
- Spokane is wired/technology (8)
- Additional graduate student programs/returning students (10)

Threats

- Competition from U. District (11)
- Cost of living and opportunity to pay (11)
- “Helicopter” parents (4)
- Failure to keep up with technology (13)
- Basketball Team – if have a slump (10)
- Trustee/Regent influence (8)
- Flattened enrollment (13)
- Priest scandal/Catholic Diocese problems (12)
- Terrorism/economy (10)
- Lose funding b/c Catholic private (5)
- Media (13)
- On-line education – loses Jesuit influence (6)
- Location (11)
- Competition (10)
- Logan neighborhood reputation (6)
- Government funding cuts - loans (13)