GSAC  
March 6, 2006  
Facilitator: Sue Weitz

**STRENGTHS:**
- Basketball Team  
- Name awareness and good reputation for academics  
- Good location of campus – close to downtown and other resources  
- Strong religious community  
- Strong sense of connection with Alumni  
- Alumni are willing to help out current students  
- Professors are willing to answer questions and offer help with material  
- Good use of technology and place of wireless internet – Jepson  
- The school has a strong cohesive feature in its mission statement and the potential to use the Jesuit Community as a guiding perspective for its future decisions. The school seems on the verge of significantly increasing its prestige and influence as a University; for instance, the notoriety offered by the basketball team’s success, increased enrollment and higher selective standards, etc…
- The Basketball Program  
- Community Presence in Spokane  
- Interaction with other Colleges & Universities in area (The University District)  
- Small class size

**WEAKNESSES:**
- Lack of Diversity at all levels  
- Access for those with disabilities  
- Fewer Jesuits in teaching roles  
- Lack of coordination between departments  
- Focus on Graduate Programs is weak  
- Fee at Fitness Center  
- Rebalance of power at the University poses a significant threat to achieving the long-term goals of the community and performing the mission statement effectively. The Institution’s goals seem to be becoming synonymous with the desires of a few controlling interests; as basketball increases, so does the role it plays, (i.e. through benefactors, economic concerns, etc.) in influencing decisions that may not be consistent with the mission statement. Thus, there is becoming a shift in assets and goals to suit the attitudes of those providing those resources and less about the mission as THE controlling interest of University affairs. Things such as the lack of standardized funding for progress corrodes the overall effectiveness of achieving the mission goals.
- Focus on graduate programs is weak  
- Lack of engagement of graduate students into the overall community  
- Lack of parking close to Jepson, especially during the times St. Al’s gets lots of use  
- Lack of resources for graduate students (or a lack of awareness)
• Lack of religious community opportunities geared towards graduate students and student who are not in R.C. but who may be spiritual or have beliefs from another denomination
• Career Center may not be as helpful to graduate students—programs geared toward younger students
• Not as welcoming to graduate students who did their UG concentration elsewhere and who may not know the Gonzaga traditions

OPPORTUNITIES:
• Room for growth in MBA program
• More students looking for higher education/degree
• University District in Downtown Spokane
• Basketball team’s increased prestige in the overall public mind
• The University District may offer the University the opportunity to work closely with the WSU and EWU campuses
• Room for growth = more students available for graduate degrees
• Collaboration with other Jesuit Institutions
• The development of The University District
• Jesuit.net for building on-line component to offerings

THREATS:
• Whitworth MBA Program
• Other Universities focus on Graduate Programs (WSU, EWU)
• Lack of Research
• Program costs exceeding value
• That the increase in the public image may serve as an external guiding force in the Institution’s decisions
• The University District may be a source of negative competition with the other campuses
• Lack of diversity may not (will not) reflect the public’s diversity profile
• Whitworth’s MBA Program
• Increased us of “extension campus” by more well-known MBA programs
• Religious connection – RC Church reputation
• Lack of land area for GU to expand