SWOT GSBA Collective Senate Formal Analysis

Top Four Strengths
- The “Gonzaga Experience” (Community Atmosphere, Working together, Mission Statement)
- Athletic Department (Fitness Center, Intramurals, the McCarthy Athletic Center, Basketball Teams)
- Growth and Development (New Buildings, Landscaping, New Faculty)
- High Retention Rates

Top Three Weaknesses
- Growth and Development (Imprudent Growth, Growing Class Sizes, Over Residence Hall Capacity – More Corridor Style Housing Needed)
- Lack of Academic Depth in Existing Departments (Specialization within Majors)
- Lack of Universal Spiritual Support

Top Three Opportunities
- New University District
- Connecting and Networking with Alumni
- Economic Growth in Surrounding Area

Top Two Threats
- General Lack of Spokane’s Appeal (Crime, Aesthetic Appeal, Not Enough Entertainment)
- Decreasing Federal Funding