Informal S.W.O.T. Brainstorm from Individual GSBA Senators

**Strengths:**

**Buildings/ Locations**
- Fitness Center
- Student Chapel
- Crosby Student Center
- Campus House
- CCASL
- McCarthy Athletic Center (MAC)
- Cataldo
- New Buildings

**Gonzaga Services**
- Zagmail
- Financial Aid Packages
- Intramurals
- 24/7 Switchboard
- GSBA
- UNITY House

**Gonzaga Events/ Programs/ Activities**
- Take Back The Night
- Study Abroad
- Service/ Learning Programs
- GEL
- Fall Family Weekend
- Readership
- ESL Program
- Clubs

**Gonzaga People**
- Basketball Teams
- Frequency of Speakers
- Housing Staff
- Ambassadors
- Faculty
- DSS
- University Ministry
- Security

**Landscaping**
- The WALL

**Community**
• The GU Experience (Atmosphere)
• Community
• DeSmet
• C/M
• Community Involvement

Gonzaga as a Whole
• Overall Enrollment
• Retention Rates
• Student/ Faculty Relationship

Weaknesses:

Athletic Department
• Basketball Team (one dimensional),
• Intramurals

Dining Services
• COG food and availability of seats
• Limited Hours of On-Campus Dining

Institution
• Growing Class Size
• Lack of Diversity (no tolerance)
• GU Website
• Admission Standards Too Low
• Library- lack of scientific and new research
• Lack of communication between departments
• Low number of Jesuits
• The Bulletin in comparison to other Universities
• Intervisitation
• Failure to address controversial issues
• Rising tuition costs without increase in Fin. Aid
• Student events (major activities)
• First year roommates questioning survey
• Lack of Catholic identity (University ministry)
• Lack of catholic identity in LGBT and contraception
• Religion department and women studies department
• Non FWS jobs
• No writing programs
• Efficiency in dorms
• Poor maintenance and lack of electrical outlets in dorms
• Book prices
• Lack of Arts and Sciences funding

Miscellaneous
• Mulligan (water usage)
• Vulgarity during sporting events
• Apathy for student government
• Student on student violence
• The attempts for Fraternities
• Theme dorm requirements
• Lack of cultural outreach
• All international students live together
• Lack of emphasis on languages other than Italian
• Handicapped inaccessibility
• Separation of CCASL and University ministry
• No see-sign and ASL programs
• Poor Florence programs in comparison
• Faculty advisors
• Unavailability of contraception
• Lack of lighting on parts of campus
• Parking costs and availability
• Facilitating pregnant mothers
• Lack of support for LGBT people
• Fear of not fitting catholic standards
• Spanish dep.
• Ticket distribution
• Fitness Center leadership
• Poor religious studies dept. (no theology)
• House offices

Opportunities:

Surrounding/ Involving Gonzaga
• New University district
• Gonzaga’s location to downtown
• Working with community
• Scholarships
• Involvement of Logan neighborhood
• Connecting with major companies and universities

Spokane Area
• Green Bluff
• Spokane Public Transportation
• Good community bars and restaurants
• Economic growth in Spokane (internships) with Boise and Missoula
• Manito Park
• Outdoor Activities
• World Skating Championships
Washington State
- Washington apples
- Seattle Seahawks

United States of America
- Increase in SAT scores

Threats:

Surrounding/ Involving Gonzaga
- Logan neighborhood lighting
- Logan involvement
- Spokane Residents “Spokies”
- Lack of bakery
- Rising educational prices
- Lack of safety on Centennial Trail
- Crosswalks on Hamilton
- Off-Campus Housing Prices

Spokane Area
- Decline in police
- Poverty level
- Meth problems
- Convicted sex offenders
- High crime rate
- Jim West, Spokane’s appeal
- Lack of major arena
- Spokane Diocese legal problems

Washington State
- New Helmet Law
- Lack of Major cities nearby

United States of America
- Global warming
- Decreased financial federal funding
- Church scandals
- No child left behind
- Decreased priest enrollment
- Less graduating H.S.