Strengths

- Jesuit presence and tradition and mission
- Discrete variety of student bodies/schools supporting one another
- Faculty
- The whole more flexible due to multiple schools/disciplines
- Facilities
- Momentum due to buildings/sports/etc. advancement in academics in general
- Athletics
- Real alumni loyalty and a good corps
- Distinctive character

Weaknesses

- SWOT results identified with source
- Lack of coordination among schools/too little inter-school partnering
- Lack of tolerance/Diversity plan or leadership
- Faculty/staff/student diversity
- Local community lack of diversity
- Perception GU is bastion of homogeneity
- Insular/doesn’t reach out to broader academic world
- Lack of multi-year budgeting
- Lack of long term planning
- Tuition dependence
- Budgeting priorities/trustee over influence
- Alienation/suspicion of trustees and central administration
- Non-tenured faculty anxious/lack of communication of expectations/e.g., scholarship vs. teaching
- GU is in transition/unwilling to change
- Too undergraduate focused/grad programs viewed as threat/missing opportunities to grow grad programs
- Not thinking globally/delivering to global audience/grad program centered
- Distance education not given ample consideration for grad program opportunities
- Provincial
- Athletics/too much can hurt

Threats

- Spokane lack of diversity
- Demographics/less HS graduates
- Cost
• National government policies toward higher education; e.g., reduced funding
• Delivery of content in distance format/others doing/GU isn’t
• Change in Catholic Church/leadership too conservative/threatens Jesuit approach to education
• Rapid technology change can render faculty out of touch and/or compromise our teaching
• Impact of technology on education in general; e.g., get it on the net/education becoming a commodity
• ‘U’ district

**Opportunities**

• Geographic location/4 seasons/environment/Native American proximity
• Riverpoint campus ‘U’ district potential synergy
• Growing community
• Improving economy in Spokane and Kootenai County
• Jesuit global educational system