**Strengths**

- Reputation
- Growth
- Location
- BB/sports/athletics
- Class size
- Beautiful/well maintained grounds
- Updated technology
- Progressive thinking
- Department updates in facilities
- Wealthy alumni
- Good communication among departments
- Well maintained buildings
- Tradition
- High standards
- Campus size
- Christian centered
- Good employees
- Friendly people
- Employees are appreciated; e.g., monthly employee lunches
- Empathetic and compassionate management
- Family atmosphere
- Community backing
- 6 core values of mission
- This planning process
- Good safety and training program
- Employee benefits and wages
- Institutional accreditation

**Weaknesses**

- Too many adjuncts
- Tuition based budget
- Communication between departments
- Lack of space/parking/physical size
- Lack of loyalty
- Growing pains/more employees, people, administration’s concepts don’t grow with
- Small school with big school problems
- Employee turn-over
Poor management
High tuition
Rules don’t apply up the ladder
Fewer priests
Lack of operations and maintenance planning
Law school loss of accreditation
Variety of perception/one person’s strength is another’s weakness
Jesuit philosophical influence fading away
Too few minority faculty/students
Faculty treat staff as subordinate
Some faculty poor English communicators
The rumor mill
Closely tied with Catholic scandals
Workloads increase/staff # hasn’t
Will we always have good BB team?
Inadequate budget for maintenance
Too few game tickets
New building contractors and shoddy work
Lack of trust by management/staff can do our job
Dept to dept policies inconsistent
Too much reliance on students to get work done

Threats

EWU/WSU downtown campus
Catholic scandals
Logan neighborhood
Changing demographics
Growing too fast
Secular influence on traditional Jesuit values (Democrats)
Narrow mindedness (phony Republicans)
Lower enrollment
Less financial aid
Small endowment
Utility costs
The economy
Lack of compassion by current government for student aid
Smaller family size
Lack of space to grow into
Declining /good/ American jobs
Growth that compromises our philosophy/are we changing/being changed by these new people?
City of Spokane, e.g., street costs
Becoming an elitist school
Opportunities

- Increasing our endowment
- Partnering with other universities to provide better education opportunities for our students
- Distance learning
- Improve energy efficiencies
- Acknowledging our weaknesses and changing
- Democratic president (woman?)
- Train more non-Jesuits to take former Jesuit positions
- More grants to improve schools/fund students
- To become the model all universities aspire to be
- To lead and maintain high standards rather than conform to lower standards.
- Revise GU policies to increase retention and return on investment
- Promote/advertise community service provided by students/staff/faculty
- Increase our community service time
- National BB championship