**Strengths**

- Community minded
- Strong education programs
- Believe in our mission
- Small size focus on individualism
- Growth
- Team work
- Diversity
- Family environment
- Tradition
- Alumni
- Quality trained pros, staff and faculty
- BB team
- Committed to advancing personal careers and success
- Law school
- Beauty of campus
- GU community

**Weaknesses**

- Lack of direction/long range goals
- Communication
- Hard to keep up with rapid growth
- Mission statement too wordy
- Staff ratio to volume of faculty
- Parking
- Lack of diversity
- New employee orientation
- Tradition
- Some ambiguity in explanations
- Lack of participation/involvement
- Inadequate finances
- Gossip
- Understanding mission better
- Lack of accountability
- Problems be addressed ASAP/not dropped
- People not living the mission
- Double standards
- Tuition cost
- Explain jobs better before hired
Having to buy parking ticket

**Threats**

- Economy and cost of living
- Other universities
- The Catholic pedophile thing
- Crime
- Governmental regulations
- Terrorism
- Drinking
- Dry campus
- Lack of jobs for graduates
- Spokane
- Growing too fast
- Land-locked

**Opportunities**

- Higher education
- Reputation
- Funding
- Improving Spokane area culture
- Publicity/attention from BB
- Social work in the community
- Broader involvement of alumni/not just fund raising
- Need for trained and educated people
- Jobs
- Advanced technology from engineering
- Studies abroad; e.g., Florence
- Promote spirituality in the world
- Research contracts