Plant Session – Session 3
February, 27, 2006, 10:00 am
Facilitated by Fr. Pat Lee

**Strengths**

- Campus beauty
- Basketball
- Good faculty and staff
- Good student background – moving toward more diversity
- Community involvement
- University seeks out employee input on decision making
- Tradition – belief in God, spiritual foundation
- Longevity
- Commitment to excellence – sports and academics
- Growth

**Weaknesses**

- Lacking of parking
- Reduced Jesuit population
- Space – lack of for new buildings, student living, classrooms, professor and staff offices
- Lack of repairs/upkeep on buildings, dorms. Still using buildings meant for temporary use only
- Growth – losing sense of community. How to handle large growth. What is the optimal growth we want?
- Fragmenting – losing direction of GU Mission – silos, all divided up – losing oneness.
- Keep buying older buildings in the area but they don’t meet out needs, not functional.
- Too spread out
- Lack of planning – for buying and using buildings. Buy one to use and then in the next year, tear it down.
- Distance learning – lose personal touch and interaction
- Lack of Student Center – need new COG
- Need better kitchen setup
- Zagweb cumbersome – not user friendly

**Opportunities**

- Technology
- Media attention – can draw on it and use exposure for good
- More classes for staff and faculty – to improve ourselves and in turn be better employees
- Name recognition
- U-District – leadership - work/partner with the city and the other institutions
- Spokane becoming known as a city of higher education because of all the colleges, universities and the U-District
SWOT Results
2/9/06, 1:30pm

- McCarthy Athletic Center – increase conferences and entertainment – not just for basketball
- Local business – support for students and GU employer relationships

Threats

- Media – brokeback mountain deal – image
- Lack of diversity in the student population
- Logan neighborhood – relationship with the community of Spokane
- U-District – competition
- Student disrespect for property and grounds – they don’t care and it’s a threat at how people see us – Lack of accountability
- Drug and alcohol abuse by students
- Student loan interest rates going up, higher debt
- US and Spokane economy
- Technology – how we use it and are we growing with it – Distance Learning
- Tuition constantly going up – who can afford to come here? Becoming elitist. Puts big limit on other students who want to come here and can’t afford to.
- Out of state students and what different states will do to keep them in their own states