School of Business  
February, 22, 2006  
Facilitated by Mike Carey

**Strengths**

- Dedicated faculty  
- Size (Institution and class) – small enough and large enough  
- Gonzaga experience   
  Basketball  
  Florence  
- Caring faculty/staff  
- Strong relationships (e.g. alumni)  
- Not sure what “it” is but is attractive  
- Jesuit ed = favorable (branding)  
- Philosophy of education  
  Ethics  
  Educating whole person  
  Not dogmatic  
- Campus  
- GU’s role in community  
- GU has lots of friends with $1

**Weaknesses**

- Library resources – data baswes/periodicals  
- Focus on student evalus (less rigor)  
- Not enough financial resources  
- Endowment (tuition, faculty, facilities)  
- Diversity (both faculty and student)  
- Our position’s reliance on basketball success  
- Possible top-heavy Administration  
- Lack of info tech knowledge and access/adapted to specific needs  
- Faculty split among schools  
- Parking (for student community)

**Opportunities**

- Northwest region  
- U-District – connection to other universities, businesses – attraction to students (services)  
- Distance Ed  
- Jesuit networking (e.g. Study Abroad, Credit transfer)  
- Globalization – international ed strong interest in ethics-centered ed.  
- Not many other prof schools in region  
- Opportunity with Native American and Hispanic population  
  Because of being Catholic  
  Funding opportunities  
- Given our history – possibilities to build name recognition
**Threats**

- Demographics
- Fundamentalist, conversation movement
- Spokane’s isolation and isolationism
- Problems re: accreditation – busy work – more concerned with eval process than teaching
- Trend toward individualized convenience, “I want what I want on my terms.”
- Desire of external community for non face-to-face ed (i.e., distance ed)
- Poor secondary preparation (grade inflation)
- GU to provide a residential personalized learning environment
- Online Univ.
- Other regional Univ.
- Lack of personal responsibility
- Promotion which is based on non-religious/basketball
- US concerns for security
- Increasing health-care costs
- National debt (student loans)