Strengths
- Flexibility and adaptability for events
- Active student groups engaged in the campus and community
- Lower Campus synergies with off-campus housing and the Towers
- Student-driven
- Urban Environment
- Urban Campus (both a residential environment and urban campus)
- Volume of spaces
- Lots to do (on-campus and in the city)
- Medical Students (education, research, clinical all together)
- Adapt to available resources; willingness to work across units to find space
- Proximity between buildings
- 40 competitive sports clubs (dome)
- Decentralized recreational facilities heavily used
- Real commitment to the students (culture)
- Open access to certain buildings (library, etc...)

Weaknesses/Disadvantages
- Topography (upper vs lower campus)
- No place for large team activities since recreation is decentralized

Parking, especially for events
- Service/deliveries mixes with daily traffic
- No flexible space for large events (1,000+)
- Need more space for students (study, work together)
- Student groups all want to meet at the same time/not enough space (especially weekly and bi-weekly meetings)
- Rooms aren’t the right mix (large vs. small)
- Minimal entertainment spaces (athletics take priority)
- Poor off-campus housing conditions
- Circulation challenges around the Field House and Cost Center
- No dedicated recreational space (shared with athletics)
- Shuttle routes
- No football on-campus

Opportunities
- Anchoring spaces in three zones: Upper Campus, Lower Campus, and South Oakland
- Health, wellness, and recreation (central hub)
- Panther Central up on the hill
- Integrate academics and residential (could double as study space on weekends, secure entry)
- Elevators and escalators to get up/down the hill

**Threats/Challenges**
- Historic landmarks (chandeliers vs. innovative space)
- Multiple reservation systems for spaces and some systems aren’t tracked (also a security risk)
- **People don’t want to go up the hill (they walk down but shuttle up)**
- Alumni pride
- Security in buildings
- Topography-hard to overcome (especially in winter)
- Increased student rental market (cost of rent, not affordable to students, high rises)