

CHAPTER 1

1. MISSION, HISTORY, AND SYMBOLS

1.1. The Mission of the University of Alabama in Huntsville

The University of Alabama in Huntsville is a research-intensive, internationally-recognized technological university serving Alabama and beyond. Our mission is to explore, discover, create, and communicate knowledge, while educating individuals in leadership, innovation, critical thinking, and civic responsibility and inspiring a passion for learning.

1.2. History

The first classes for an institution that has evolved into The University of Alabama in Huntsville began in January 1950 as the University of Alabama Huntsville Center. Before this center was established, however, efforts were under way to place major portions of the U.S. Army's rocket research and development activities as well as NASA's Marshall Space Flight Center in the Huntsville area at Redstone Arsenal. Fast-paced growth of these activities took place between the 1950s through the 1960s and had a major impact on the future of what was then a small, but emerging, town known as Huntsville.

The leadership for the U.S. Army and NASA wanted to provide educational opportunities for their employees, and major aerospace corporations began to locate in the area that was fast becoming a hub of the U.S. space program. The need for advanced education in science, engineering and technology was acknowledged and supported by individual citizens and organizations alike.

Rocket scientist Dr. Wernher von Braun traveled to The University of Alabama located in Tuscaloosa along with NASA and Army officials to encourage the establishment of a research institute in Huntsville as part of the university. The purpose of such an institute would be to accelerate the educational program in Huntsville and to provide theoretical and experimental research pertinent to aerospace science and missile fields.

Dr. von Braun made a persuasive presentation before the Alabama Legislature in June 1961 requesting a \$3 million bond issue to support the institute. Dr. von Braun could foresee the economic benefit for the entire state of Alabama, and intended the money he requested to be used for land, buildings and equipment to bring this concept into reality. The next year, the University of Alabama Huntsville Foundation and the City of Huntsville established Cummings Research Park, which is today the second largest university-related research park in the United States with more than 350 companies and more than 25,000 employees.

Both houses of the Legislature unanimously passed the bill, and the Research Institute was constructed on campus and opened in late 1962. Master's level degrees were offered in 1963. By 1969, UAH was made an autonomous university, part of The University of Alabama System with campuses in Tuscaloosa, Birmingham and Huntsville. Each campus had its own president, and Dr. Benjamin Graves served as the first President of the Huntsville campus from 1970 to 1978.

This was a time of rapid growth for Huntsville and UAH. And though its roots were planted firmly in the space program, UAH included study in the humanities as an important part of its undergraduate programs. English and history were among the first programs offered at the baccalaureate level. Early enrollments in the humanities and liberal arts kept pace with, and sometimes exceeded, those in science and engineering during the 1970s.

In 1978, Dr. John Wright was named President of UAH, a post he held until May 1988. During that decade, UAH capitalized on its ties with Huntsville business and technology communities, and research centers in optics, microgravity, robotics, and space plasma were founded. In 1987, a UAH physics professor and his graduate students made a remarkable breakthrough in the study of superconductivity that made headlines across the nation and around the world.

Dr. Louis Padulo became UAH's third President in 1988, bringing a vision of campus growth and student housing to fruition. Construction of the Materials Science Building, Optics Building and a student dormitory were started. In September 1989, UAH's first eminent scholar joined the university in computer engineering.

The university has also established eminent scholars in business, propulsion, systems engineering, physics, global understanding and the humanities to enrich further the academic, cultural and research environment of the campus.

Huntsville business leader Joseph Moquin took over the UAH presidency on an interim basis in 1990. His able leadership provided a steady hand at the helm, and students, faculty, and staff benefited from his tenure.

In July 1991, West Virginia University Provost Dr. Frank Franz was named President, ushering in an era of a unified university, true to its comprehensive teaching and research mission. "We must maintain and extend our preeminence in research, particularly with emphasis in science, engineering, and technology, balanced with fostering and developing the liberal arts, humanities and business," Dr. Franz said in an interview with *UAH Magazine*.

Dr. Franz retired in 2007 and was succeeded by David B. Williams, the Vice Provost for Research at Lehigh University. Dr. Williams left the university to join Ohio State University as Dean of Engineering in 2011.

Robert A. Altenkirch, President of the New Jersey Institute of Technology, became the university's sixth President in October 2011. Since Dr. Altenkirch's arrival, he has established a division for student affairs, constructed a new student union building, started construction on a student services building, in addition to establishing a department of space science, an honors college and a college of education.

UAH is consistently ranked by *U.S. News & World Report* among the magazine's Tier 1 national universities in its annual guide being named the 101st best public university in the nation in 2014. Barron's Profile of American Colleges assigned a "very competitive" ranking to the university.

In 2011, UAH's stature as a nationally prominent research university was confirmed by the Carnegie Foundation for the Advancement of Teaching when that group classified the university as a "very high" research activity institution. UAH is one of 73 public universities to earn this designation. The campus has 12 research centers and has five research disciplines ranked among the top 20 in the nation.

Morton Hall, with its traditional columns, is the oldest building on campus and housed academic programs for the Huntsville Center's original 137 students. Today, there are 47 major structures on campus with floor space of 2.84 million square feet. The campus has approximately 400 acres.

Today, more than 7,500 students take advantage of the 76 academic and professional majors (including 36 bachelors, 25 masters and 15 Ph.D.s) offered through the colleges of Business Administration, Education, Engineering, Liberal Arts, Nursing, Science and the School of Graduate Studies. The UAH Honors College delivers an intimate, elite college experience where traditional emphasis on arts and sciences, critical thinking, and communication skills is blended with a practical, career-oriented education.

1.3. Symbols of the University

1.3.1. University Name

The university's official name, The University of Alabama in Huntsville, is protected by trademark and may be used in the following manner:

Oral Guidelines

Introduce the university in your first reference as The University of Alabama in Huntsville. After the establishing statement you may refer to the university as UAH.

Written Guidelines

Spell out The University of Alabama in Huntsville (UAH) upon first usage, making sure to capitalize the "t" in "The".

After the first reference to the university, you may use UAH without parenthesis throughout the written material.

Do not refer to The University of Alabama in Huntsville as UAHuntsville in written presentations, correspondence or emails.

Using the university name, "UAH," or other trademarked references such as "Hockey Capital of the South" or the institutional seal on any materials implying official endorsement by the university for commercial purposes or for any non-university business, must receive prior written permission from the Office of Marketing and Communications. Use of university stationery for non-university correspondence or consulting work is prohibited, except when such use is permitted by law and is a normal part of the individual's professional activities as a university faculty member.

1.3.2. Institutional Seal

The three campuses of The University of Alabama System share an institutional seal that shows the Roman Goddess of Wisdom, Minerva, standing within a rope-like band. To her left is an open scroll. The goddess holds an olive branch in her left hand. Her right hand rests on the globe. The sun is depicted in the background to her right. For the university, the words within the band are "The University of Alabama" and "Huntsville".

1.3.3. Institutional Colors

Blue and white are the colors of The University of Alabama in Huntsville. For printing purposes the blue is PMS 3005c.

1.3.4 Institutional Emblems

The institutional seal should be used for formal representations, including diplomas, notary seals, and certificates.

The graphically distinctive "UAH" logo, found in the University Style Guide on the internal MyUAH web page, must be used as the only signature mark representing The University of Alabama in Huntsville and in the manner represented in the Style Guide.