Strategic Priorities
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• Enrollment management
Top “Very Important” Reasons for Selecting a University to Attend*

• Academic Quality
• Job Prospects
• Cost Considerations
• Visiting the campus

*Higher Education Research Institute at UCLA
• Academic Quality
  ➢ US News & World Report
    ❑ Online Graduate Nursing Program in top 20 nationally
    ❑ Professional MBA top 20 in Southeast region
    ❑ Graduate Engineering Programs in top half nationally

• Job Prospects/Cost
  ➢ PayScale, Inc.
    ❑ UAH Graduates in top 10% nationally in Return on Investment
What is Your Investment Worth?

- UAH Mid-Career Salary Rank for State Schools
  - Top 25% Nationally
- UAH Return on Investment (ROI)
  - Top 8% Nationally
  - Top 8% for Public (In-State) Universities
  - #4 Central South (TX, OK, AR, MS, LA, AL, TN, KY)
  - 8.4% Annualized Net ROI

From PayScale.com, 2013
Costs

➢ Food:
  ▪ $11 per day for first year on-campus meal plan
  ▪ $2 per day for commuter meal plan

➢ Housing:
  ▪ $23 per day for first-year student housing
Costs

In-State Cumulative Cost Example
16 vs 12 CrHr/Sem
Savings: $7,201

4 Yr Merit Tuition Scholarship
3.5 GPA; 25 ACT

4 Yr UAH Net Cost (16 CrHr/Sem)

5.5 Yr UAH Net Cost (12 CrHr/Sem+8 CrHr)
Costs

In-State Cumulative Tuition Cost Example
Degree in Four Years

- 4 Yr UAH Net Cost (Merit Tuition Scholarship 3.5 GPA; 25 ACT)
- Transfer to UAH=Median 2013 AL 2 Yr Est. (ACHE); Max 2 Yr Scholarship
- Transfer to UAH=Median 2013 AL 2 Yr Est. (ACHE); Min 2 Yr Scholarship

Average Tuition 4 Years
UAH = $38,264 (2013-14)
US Public (2012) = $36,928

Average Cost of a New Car (May 2013) = $31,377
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• Faculty/staff recruitment
• Broaden and expand the research portfolio
• Build Advancement
VIRTUAL WORLD
New research device will be valuable tool

INSIDE DIRECTION
Strategic plan will give focus to campus

UAVS
Adding value to unmanned vehicles

EXPANSION
Nursing experiencing growing pains

CYBERSECURITY: COMPLEX THREATS PROPELION: THE HOLY GRAIL
Strategic Priorities

• Enrollment management
• Faculty/staff recruitment
• Broaden and expand the research portfolio
• Build Advancement
• Be known for……….
• Be known for ..........
  • Aerospace and Systems Engineering
  • Earth, Atmospheric and Space Science
  • Biotechnology
  • Cybersecurity and Big Data
  • Gaming and Entertainment Arts
Athletics

• Learfield Sports Directors’ Cup (of 254)
  • 2009-10: 140
  • 2010-11: 87
  • 2011-12: 70
  • 2012-13: 54

• Six conference championships in 2012-13

• 95 student-athletes received All-Academic Team Conference Honors

• Ice Hockey gained membership in the WCHA; 38 games 2013-14, 16 @ home