New research could power rocket trip to Mars in weeks, not months, Huntsville Times, May 17, 2012
Strategic Planning

• Chart a course
• Align efforts
• Influence resource allocation
• Articulate a competitive advantage
<table>
<thead>
<tr>
<th>Core Values</th>
<th>Definition</th>
</tr>
</thead>
<tbody>
<tr>
<td>Integrity and Respect</td>
<td>We are guided by principles of ethics, treat others with deferential regard, and are <strong>civil</strong> in our interactions.</td>
</tr>
<tr>
<td>Diligence and Excellence</td>
<td>We <strong>work hard</strong> and are tireless in the pursuit of our goals and achieving outcomes of the <strong>highest quality</strong>.</td>
</tr>
<tr>
<td>Inclusiveness and Diversity</td>
<td>We <strong>honor the individual</strong>. We <strong>celebrate differences</strong> and use them to <strong>create unity</strong>.</td>
</tr>
</tbody>
</table>
Goals

- Be a technological thought leader
- Strengthen the infrastructure
- Value curiosity, discovery, innovation, and entrepreneurship
- Integrate knowledge across disciplines
- Foster an environment of community service and global understanding
- Provide experiences relate technology to culture and to the arts
Priorities

- **Recruit and retain an outstanding and diverse student body**
• Carnegie Foundation for the Advancement of Teaching
  • Basic: RU/VH (73 publics)
  • Undergraduate: Professions plus arts & sciences, high graduate coexistence
    • Similar (14)
      • GA Tech
      • Penn State
      • Purdue
• NSF Expenditure Rankings (most recent)
  #2 in NASA-funded R&D in computer sciences
  #4 DoD-funded R&D in social sciences
  #8 DoD-funded R&D in computer sciences
  #9 Federally-funded R&D in aeronautical/astronautical engineering
Five Year Master Plan

- Nursing
- Student Center
- Greenway
- Lockers/Concessions
- SWIRL
Baseball/Softball/Soccer Complex
Baseball/Softball/Soccer Complex
Baseball/Softball/Soccer Complex
Severe Weather

Franklin-Lawrence-Limestone-Madison Co EF-5

Limestone-Madison Co EF-1

Jackson Co EF-4

Cullman-Morgan-Marshall Co EF-4 & Jackson-DeKalb Co EF-4
UAHuntsville
THE UNIVERSITY OF ALABAMA IN HUNTSVILLE

Campus Master Plan

Nursing
Student Center
Greenway
Lockers/Concessions

Five Year Master Plan

SWIRL
From South Looking North
Greenway
View from the South
Charger Union View from the West
Student Life Center
- Market demand
  - ADIR Labor Market Information Division-Nursing 1st on high demand occupation list 2008-2018
  - IOM-increase # nurses with BS and Grad degrees
  - US nursing shortage expected to grow to 160,000 by 2015
- Program strength: Top quarter, 2011 US News Best Graduate Nursing Programs
Five Year Master Plan

- Nursing
- Student Center
- Greenway
- Lockers/Concessions
- UPS
- SWIRL
Division I Men’s Ice Hockey

- Requirements to sustain
  - Acceptance into a conference
  - Working with one conference to be the 10th team
  - Working with others on a 3-league, 7 teams each arrangement with scheduling pods among leagues
- Acceptable conference scheduling priority at the VBC