



UA Huntsville

THE UNIVERSITY OF ALABAMA IN HUNTSVILLE



Strategic Plan 2013

Steering Committee
Task Forces

Mission: Purpose

Vision: Desired end-state at some point in the future

Core Values: Guide behavior

Value Proposition: What is promised to be delivered; why we matter to constituents and customers

Goals: What is to be accomplished in order to reach our vision

Strategic Priorities: Define direction to accomplish goals

Strategic Objectives: Guide fulfillment of Strategic Priorities; results can be measured

Tactics: Actions required to meet Strategic Objectives

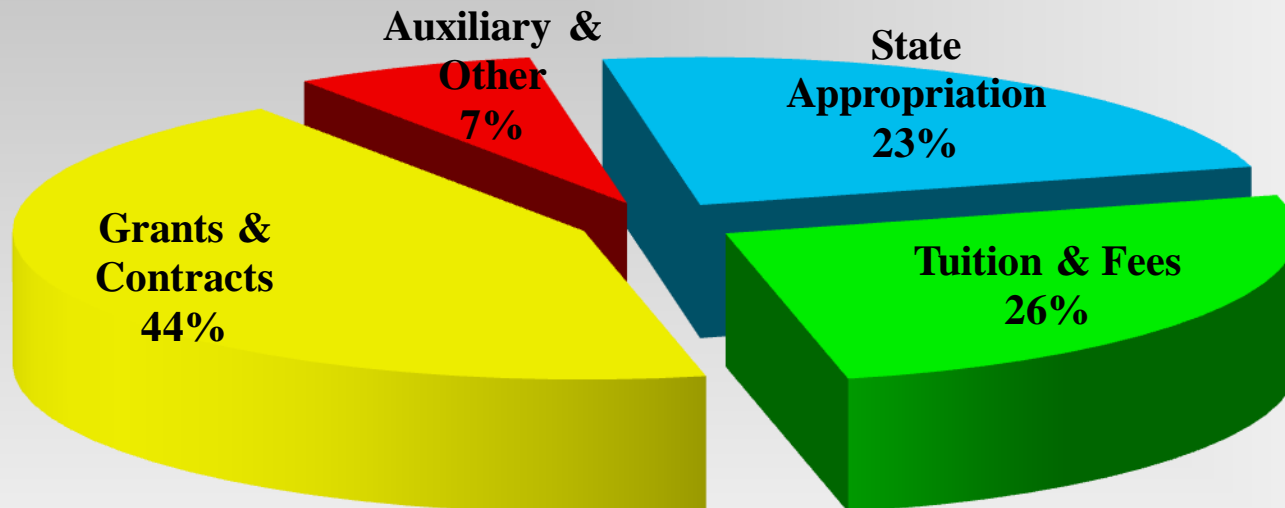
| Core Values | Definition |
|-----------------------------|--|
| Integrity and Respect | We are guided by principles of ethics , treat others with deferential regard, and are civil in our interactions. |
| Diligence and Excellence | We work hard and are tireless in the pursuit of our goals and achieving outcomes of the highest quality . |
| Inclusiveness and Diversity | We honor the individual . We celebrate differences and use them to create unity . |
| | |

Priorities

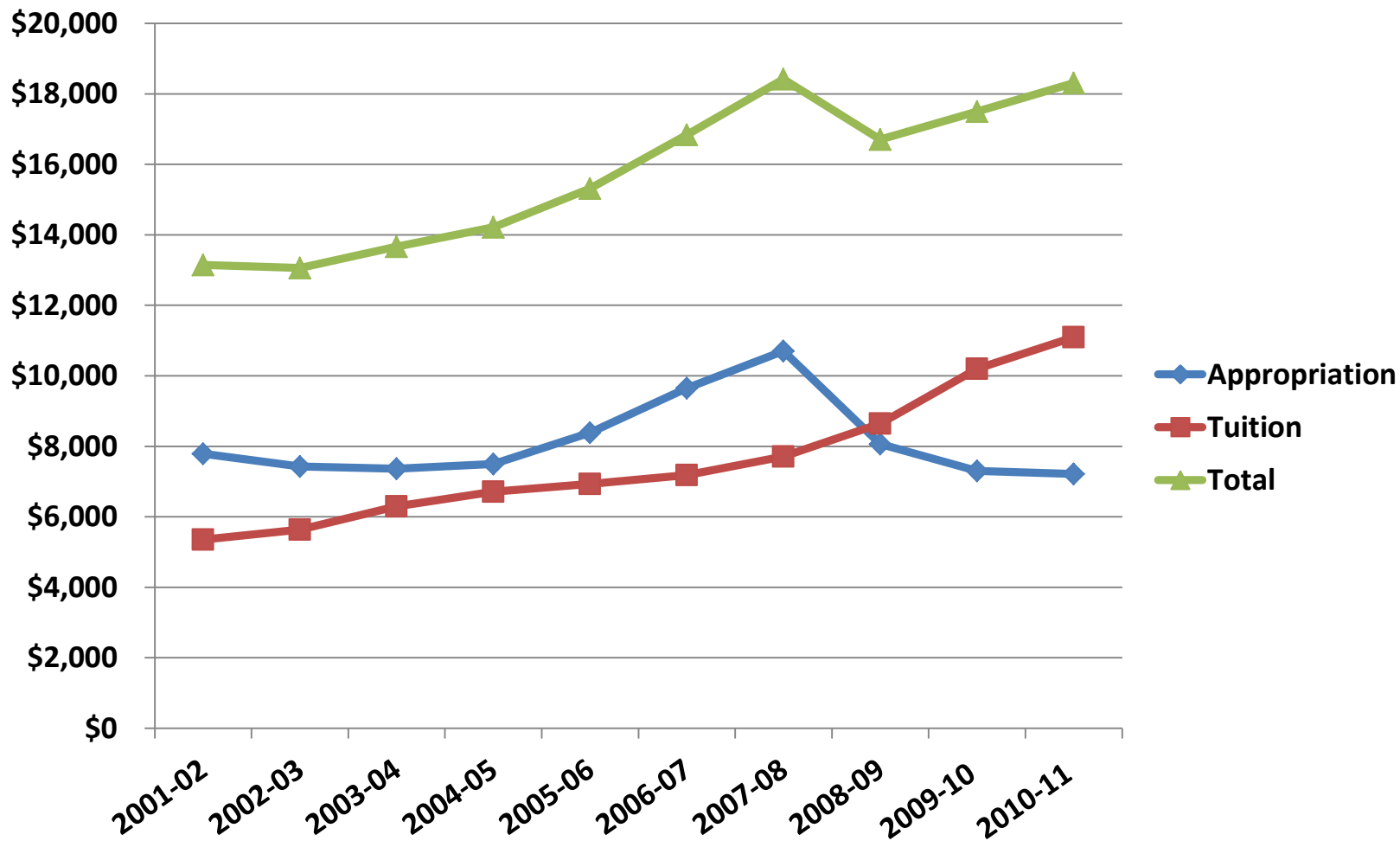
- Recruit and retain an outstanding and diverse student body
- Recruit and retain an outstanding and diverse faculty and staff
- Broaden and expand the research portfolio
- Be a recognized leader in selected areas of research and education
- Engage our stakeholders more fully

Priorities

- **Recruit and retain an outstanding and diverse student body**



Revenue Per FTE Student



Priorities

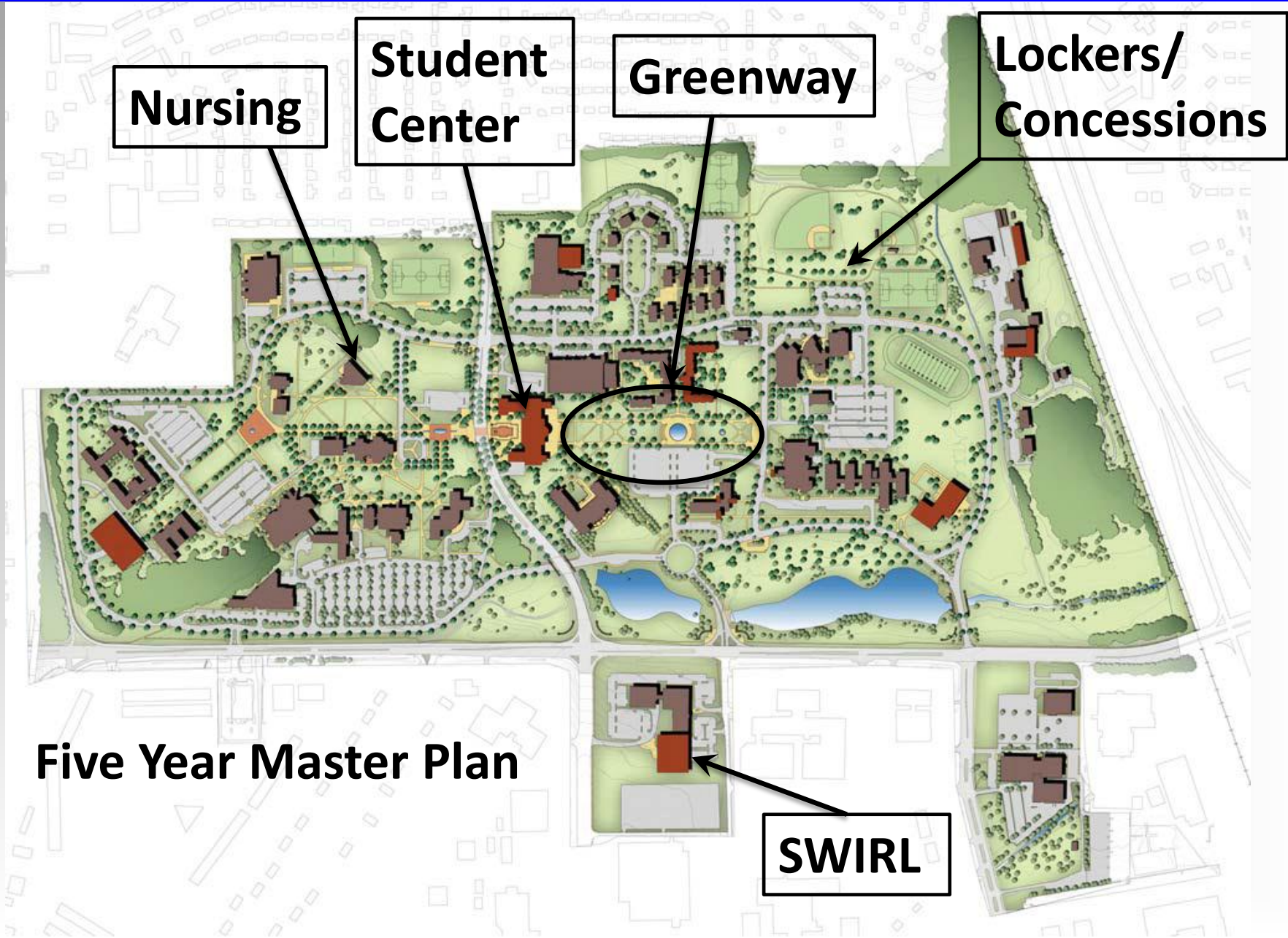
- **Recruit and retain an outstanding and diverse student body**

Retain: More efficient to retain than recruit

Outstanding: F11 ACT AVG=25.6; 25th=22; 75th=29

Diverse: Core value

| Enrollment | 2007 | 2012 | 2018 | Δ |
|------------------------------|--------------|--------------|---------------|--------------|
| | 7,264 | 7,629 | 10,000 | 2,371 |
| % Grad | 20.8% | 22.2% | 25.0% | 806 |
| % UG | 79.2% | 77.8% | 75.0% | 1,565 |
| % Dom UG Out-of-State | 12.5% | 11.0% | 15.0% | 870 |
| % Int UG | 2.7% | 2.5% | 2.5% | 58 |
| % Int G | 3.6% | 2.5% | 2.5% | 62 |



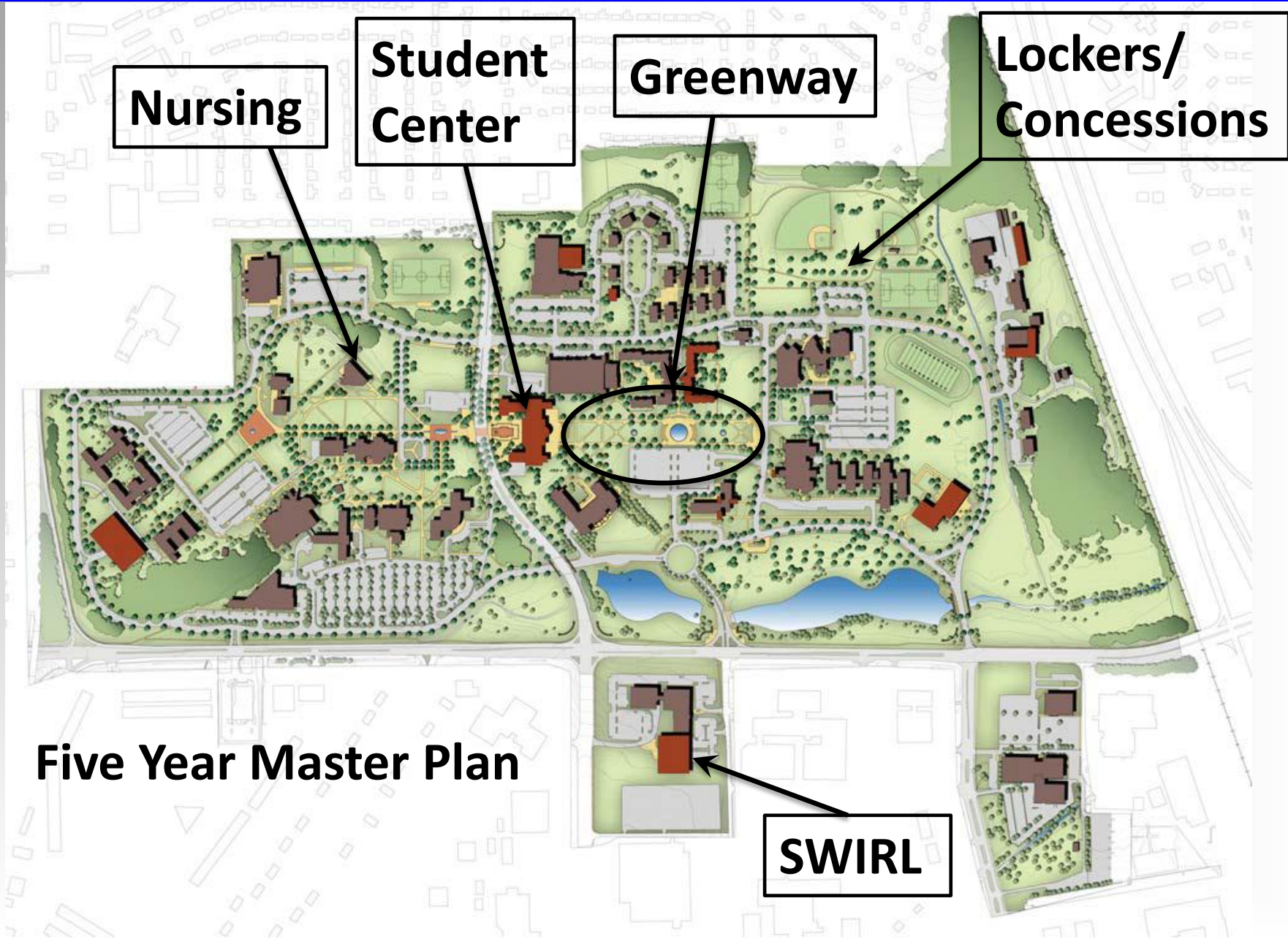
Five Year Master Plan

SWIRL





SWIRL building at UAH could be game-changer in severe weather research, Huntsville Times, May 21, 2012



Five Year Master Plan

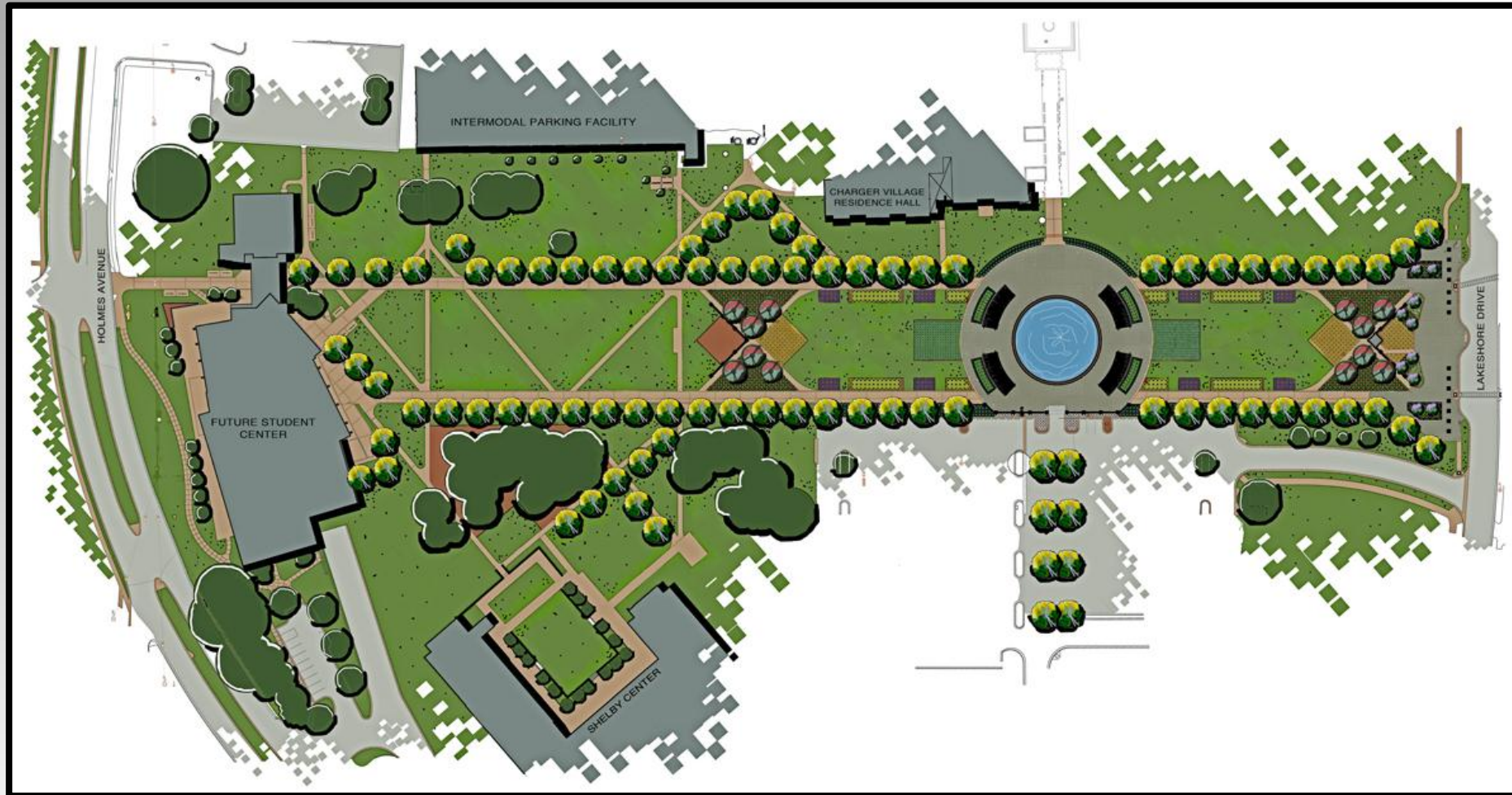
SWIRL



From North Looking South



From South Looking North







South Aerial

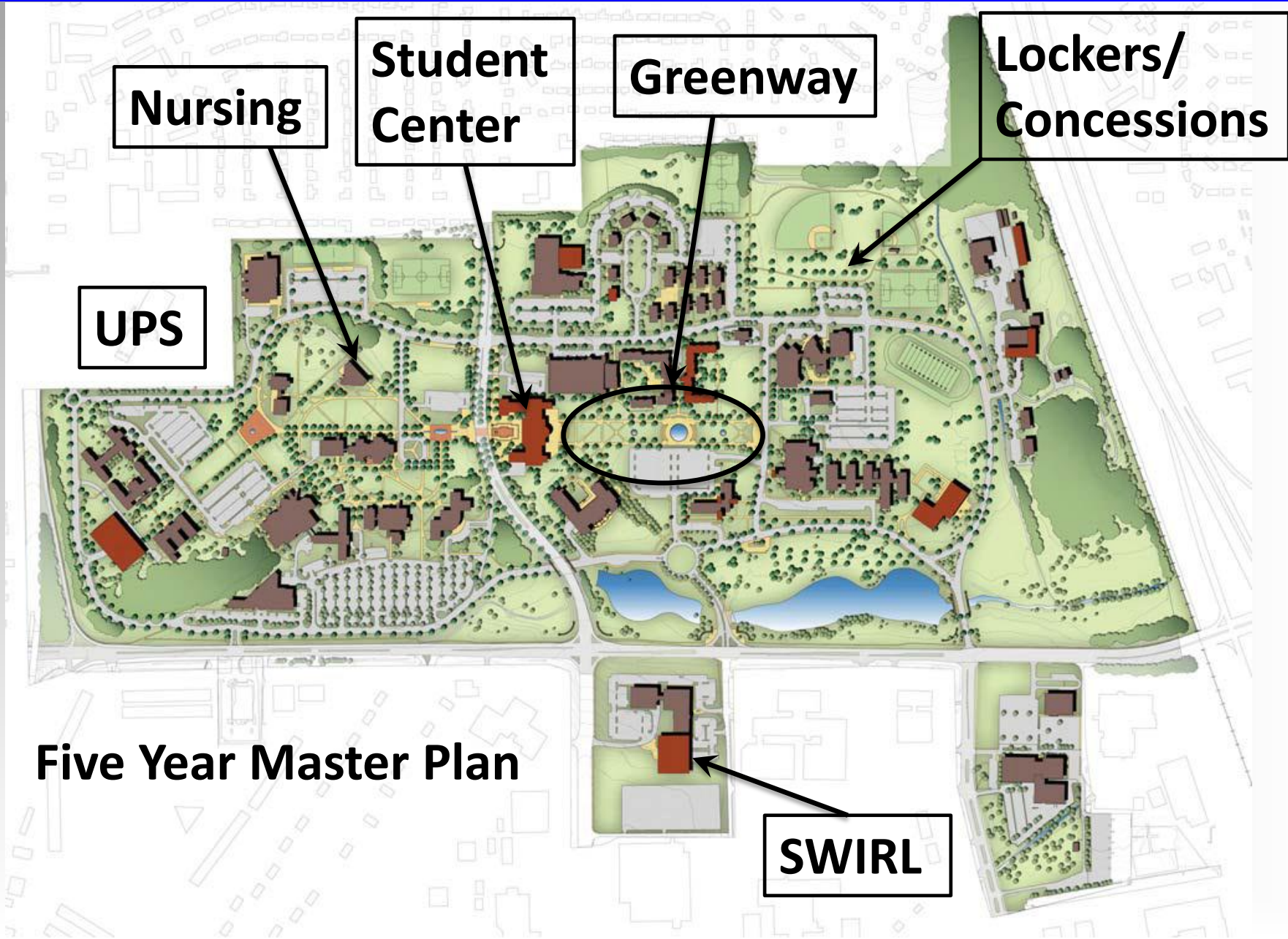


North Aerial





From Holmes Looking North



Five Year Master Plan

SWIRL



Priorities

- Recruit and retain an outstanding and diverse faculty and staff

VROP

Tenured faculty

TRS retirement eligible

To launch August 31, 2012

February 1, 2013 applications deadline

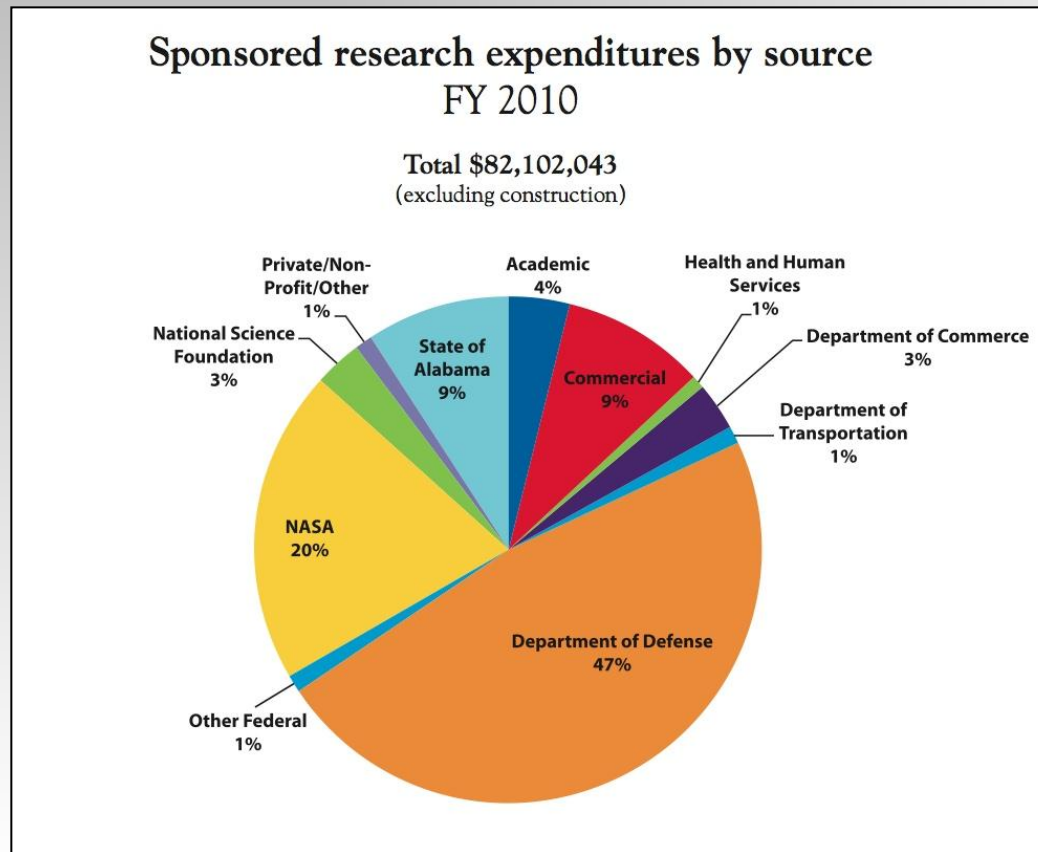
Retire 6/1/2013 or 1/1/2014 or 6/1/2014

125% of salary paid in three annual installments

>40% tenured eligible; >20% FT faculty eligible

Priorities

- Broaden and expand the research portfolio



Priorities

- Broaden and expand the research portfolio

| | % or Millions | | | |
|--------------|---------------|-------------|-------------|-------------|
| | Current | Current | 2018 | 2018 |
| DoD | 48 | 53% | 61.1 | 50% |
| NASA | 20 | 22% | 25.4 | 21% |
| Other | 23 | 25% | 34.5 | 29% |
| UAH | 9 | | 9 | |
| Total | 100 | 100% | 130 | 100% |

Priorities

- Be a recognized leader in selected areas of research and education
- 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

Known

Atmospheric Science
 Solar Terrestrial Processes
 Remote Sensing Archeology
 Nursing Education
 Aerospace Engineering
 Propulsion
 Astrophysics

Should be Known

Computational Science and
 Data Management and
 Management and Integration of
 Technologies in Health Systems
 Interdisciplinary STEM Integration
 Information Security
 Optics
 Entrepreneurship
 Nursing Informatics and Biogenetics
 Communication Science
 International Affairs/Business

Could be Known

Aeronautics and Space Related
 Complex Systems
 Computational Science and
 Entrepreneurship
 UG Education in Science and Liberal
 Arts
 Propulsion
 Rotocraft Engineering
 Supply Chain Management
 Sports Physiology
 Piano Performance
 STEM Education
 Materials Science
 Nursing Technology
 Biotechnology
 MBA
 Industrial Engineering
 Engineering Education
 Urban Infrastructure

Priorities

- Engage our stakeholders more fully

VP for Advancement

Central Communications Group

Branding Effort

- Graphic identity

- Descriptor/tagline

- Messaging

Advisory Boards



UA Huntsville

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