Strategic Priorities

• 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
Strategic Priorities

• Enrollment management
• Faculty/staff recruitment
Strategic Priorities

- Enrollment management
- Faculty/staff recruitment
- Broaden and expand the research portfolio
Strategic Priorities

• Enrollment management
• Faculty/staff recruitment
• Broaden and expand the research portfolio
• Build Advancement
Strategic Priorities

• Enrollment management
• Faculty/staff recruitment
• Broaden and expand the research portfolio
• Build Advancement
• Be known for ........
THE UNIVERSITY OF ALABAMA IN HUNTSVILLE