STRATEGIC PRIORITIES

- Enrollment Growth
- Faculty and staff recruitment and retention
- Be a recognized leader in select areas of education and research
  - Aerospace and Systems Engineering
  - Biotechnology
  - Cybersecurity and Big Data
  - Earth, Atmospheric, and Space Science
  - Gaming and Electronic Arts
- Broaden and expand the research portfolio
- Engage stakeholders
ENROLLMENT

UAH Fall Enrollment History/Projection

- Constant growth
- 10,000 in 2020
ENROLLMENT GROWTH STRATEGIES

• On Campus Face-to-Face Recruitment
  Campus Tours/Charger Preview/Discovery Day

• Face-to-Face Recruitment
  Alabama  Tennessee
  Georgia  North Carolina
  South Carolina  Ohio
  Kentucky  Missouri
  Mississippi

• Expanding Face-to-Face Recruitment
  Florida  DC
  Pennsylvania  Texas
## Merit Tuition Scholarships

<table>
<thead>
<tr>
<th>TEST SCORES</th>
<th>ACT</th>
<th>25 – 27</th>
<th>28 – 29</th>
<th>30 – 33</th>
<th>34 – 36</th>
</tr>
</thead>
<tbody>
<tr>
<td>SAT (redesigned)</td>
<td>1200 – 1300</td>
<td>1310 – 1380</td>
<td>1390 – 1510</td>
<td>1520 – 1600</td>
<td></td>
</tr>
<tr>
<td>HIGH SCHOOL GPA</td>
<td>4.0+</td>
<td>50%</td>
<td>67%</td>
<td>100%</td>
<td>100%*</td>
</tr>
<tr>
<td></td>
<td>3.50 – 3.99</td>
<td>40%</td>
<td>45%</td>
<td>100%</td>
<td>100%</td>
</tr>
<tr>
<td></td>
<td>3.00 – 3.49</td>
<td>35%</td>
<td>35%</td>
<td>45%</td>
<td>50%</td>
</tr>
</tbody>
</table>

*Covers on-campus housing in addition to tuition. Tuition is the cost per credit hour of enrollment not including academic fees.*
ENROLLMENT GROWTH STRATEGIES

Honors % of Undergraduates

- Fall 2009: 4.0%
- Fall 2010: 4.5%
- Fall 2011: 5.0%
- Fall 2012: 5.5%
- Fall 2013: 6.0%
- Fall 2014: 6.5%
- Fall 2015: 7.0%
- Fall 2016: 8.0%
ENROLLMENT GROWTH STRATEGIES

Honors Enrollment

<table>
<thead>
<tr>
<th>Year</th>
<th>Enrollment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fall 2009</td>
<td>200</td>
</tr>
<tr>
<td>Fall 2010</td>
<td>250</td>
</tr>
<tr>
<td>Fall 2011</td>
<td>300</td>
</tr>
<tr>
<td>Fall 2012</td>
<td>350</td>
</tr>
<tr>
<td>Fall 2013</td>
<td>400</td>
</tr>
<tr>
<td>Fall 2014</td>
<td>450</td>
</tr>
<tr>
<td>Fall 2015</td>
<td>500</td>
</tr>
<tr>
<td>Fall 2016</td>
<td>700</td>
</tr>
</tbody>
</table>
ENROLLMENT GROWTH STRATEGIES

UG Resident Tuition Transition to Block Tuition

 Semester Credit Hours

$0 $1,000 $2,000 $3,000 $4,000 $5,000 $6,000 $7,000 $8,000

Fall 13
Fall 16
ENROLLMENT GROWTH STRATEGIES

UG Fall CR/Student
VIEW FROM GREENWAY
Fraternity & Sorority Housing
Proposed Location
Fraternity & Sorority Housing
Entry View
STRATEGIC PRIORITIES

• Aerospace and Systems Engineering
  • UG AE enrollment ↑ 68% since fall 2014
  • 6th in federal expenditures (2015) in Aeronautical & Astronautical Engineering
  • Continue to add faculty:
    • Dale Thomas, Systems Engineering, former MSFC Associate Center Director (Technical)
    • Phil Ligrani, Aerospace Engineering, former Oliver L. Parks Chair at Parks College, St. Louis University
  • Aerojet/Rocketdyne partnership
STRATEGIC PRIORITIES

- Earth, Atmospheric, and Space Science
  - Department of Space Science, fall 2013
  - SWIRLL fall 2014
  - 11th in federal expenditures (2015) in Atmospheric Science
  - 17th in federal expenditures (2015) in Astronomy

ALABAMA ACCOLADE

National Academy of Sciences elects Dr. Gary Zank
STRATEGIC PRIORITIES

• Broaden and expand the research portfolio
  • Cybersecurity and Big Data
    • 11th in federal expenditures (2015) in Computer Sciences
    • Center for Cybersecurity Research and Education, fall 2014
    • Tommy Morris, fall 2015, to lead CCRE
    • BS in Cybersecurity, NISP, February 2017
Center for Cybersecurity Research and Education (CCRE)

$2.4 Million

External grants and contracts in first year.
STRATEGIC PRIORITIES

- Broaden and expand the research portfolio
  - Cybersecurity and Big Data
    - 11th in federal expenditures (2015) in Computer Sciences
    - Center for Cybersecurity Research and Education, fall 2014
    - Tommy Morris, fall 2015, to lead CCRE
    - BS in Cybersecurity, NISP, February 2017
  - NSF EPSCoR
Figure 1: Federal R&D Contract Obligations by Customer, 2000–2015

(FY 2015 $ billions)


Source: FPDS; CSIS analysis.
Figure 2: DoD R&D Contract Obligations by Stage of R&D, 2000–2015

Stage of R&D (BAC)

- Basic Research (6.1)
  (-14% between 2014 and 2015)
- Advanced Technology Development (6.3)
  (-29% between 2014 and 2015)
- System Development & Demonstration (6.5)
  (-18% between 2014 and 2015)
- Operation of Government R&D Facilities
  (11% between 2014 and 2015)
- Applied Research (6.2)
  (-9% between 2014 and 2015)
- Advanced Component Development & Prototypes (6.4)
  (-10% between 2014 and 2015)
- Operational Systems Development (6.7)
  (-26% between 2014 and 2015)

Source: FPDS; CSIS analysis.
STRATEGIC PRIORITIES

• Engage stakeholders
  • Pre-school
  • Rise School
  • Head Start
  • Autistic Children in a couple of years
• College Academy, fall 2016
• Invention to Innovation Center, 2018
The First Five Years

- Engineering Building
- Conference Training Center
- Innovation Center
- Multi-Purpose Facility
- Charger Village II
- Sorority & Fraternity Houses
- Fitness Center
- Locker Rooms
THE UNIVERSITY OF ALABAMA IN HUNTSVILLE