

Strategic Planning Elements

Steering Committee
Task Forces

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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

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

Strategic Priorities: Define direction to accomplish goals

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

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Tactics: Actions required to meet Strategic Objectives



Mission:

The University of Alabama in Huntsville is a research intensive, technological university leveraging its location in, and serving, Alabama's scenic technology corridor and beyond whose mission it is to engage in exploration and discovery, to create and communicate knowledge, and to provide a highly rigorous and relevant education required of leaders, innovators, and engaged citizens of the future who possess critical thinking skills and a passion for learning.



Vision:

The University of Alabama in Huntsville will be a preeminent technological research university known for integrating science and engineering with the arts and business and health care professions, a first-choice university that provides an inspiring experience that instills the spirit of discovery, an ability to solve complex problems, and a passion for improving the human condition in a diverse World.

Rank	Core Value
1	Integrity
2	Respect
3	Civility
4	Work ethic
5	Commitment
6	Excellence
7	Accountable

Rank	Core Value
8	Compassion
9	Trustworthy
10	Diversity
11	Nurturing
12	Inclusive
13	Equality
14	Tenacity
15	Flexibility
16	Tolerance