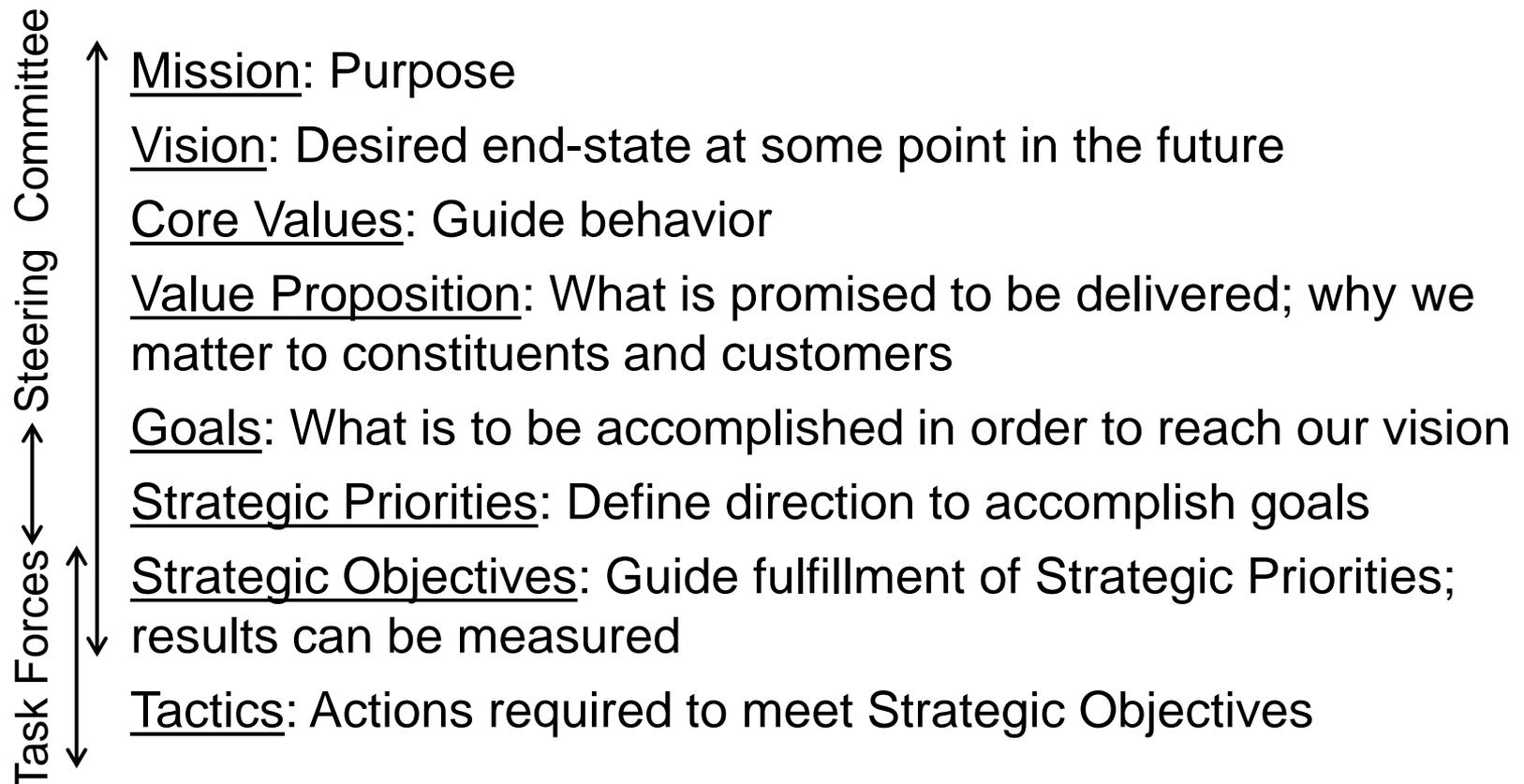


Strategic Planning Elements





Mission Statement

Paragraph that contains

- Purpose
- The work
- Values

Sample: The University serves diverse populations of the State, the nation, and the world through discovery that expands the frontiers of knowledge, learning that nurtures the sharing of knowledge, and engagement that promotes the application of knowledge.

- Purpose: Serve diverse populations
- The work: Discovery, learning, engagement
- Values: Nurtures



Mission Statement

The University of Alabama in Huntsville, a research-intensive university, is committed to rigorous scholarship, innovative education, technological research, cultural growth and entrepreneurial creativity in order to enrich our global community.

- Purpose: Enrich global community
- The work: Scholarship, education, research, entrepreneurship
- Values: Rigor, innovation

- Inspirational?
- Motivational?
- Convincing?
- Memorable?



Vision Statement

Vision

- Desired future state (extrapolation of the mission)

Sample Mission: Technological change is fundamental to the advancement of the human condition. The University community—students, staff, faculty, and alumni—will realize our motto of “Progress and Service” through effectiveness and innovation in teaching and learning, our research advances, and entrepreneurship in all sectors of society. We will be leaders in improving the human condition in the State, the United States, and around the globe.



Vision Statement

Sample Vision: The University will define the technological research university of the 21st century. As a result, we will be leaders in influencing major technological, social, and policy decisions that address critical global challenges. “What does the University think?” will be a common question in research, business, the media, and government.

Desired future state: “Go to university” in addressing major, technological issues

- Compelling?
- Motivational?



Mission and Vision Statement

Mission (one or two words for each):

- Purpose
- The work
- Values

Vision (one or two words to appear in the vision)

Sample Vision: The University will **define** the technological research university of the 21st century. As a result, we will be **leaders in influencing** major technological, social, and policy decisions that address critical **global challenges**. “What does the University think?” will be a common question in research, business, the media, and government.