Strategic Plan
2013

Mission:
The University of Alabama in Huntsville is a research-intensive, internationally-recognized technological university serving Alabama and beyond. Our mission is to explore, discover, create, and communicate knowledge, while educating individuals in leadership, innovation, critical thinking, and civic responsibility and inspiring a passion for learning.

Vision:
The University of Alabama in Huntsville will be a preeminent, comprehensive, technological research-intensive university known for inspiring and instilling the spirit of discovery, the ability to solve complex problems, and a passion for improving the human condition—a university of choice where technology and human understanding converge.

Core Values:

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

Value Proposition:
The University of Alabama in Huntsville offers an accessible, affordable, high quality education, relevant to an evolving technological, knowledge-driven world, in a research-intensive environment.

Goals:

- Be nationally and internationally recognized as an institution to which government, industry, and academic leaders turn for opinions on societal issues, especially those involving technology
- Strengthen and maintain a financial, physical, and personnel infrastructure that supports continuous quality enhancement and the pursuit of excellence in research and education
• Ensure an environment where curiosity, discovery, innovation, and entrepreneurship are valued
• Graduate students able to address problems through integration of knowledge across disciplines
• Foster an environment of community service and engagement and global experience and understanding
• Be unique in opportunities to explore and experience the relationships among technology, culture, and the arts