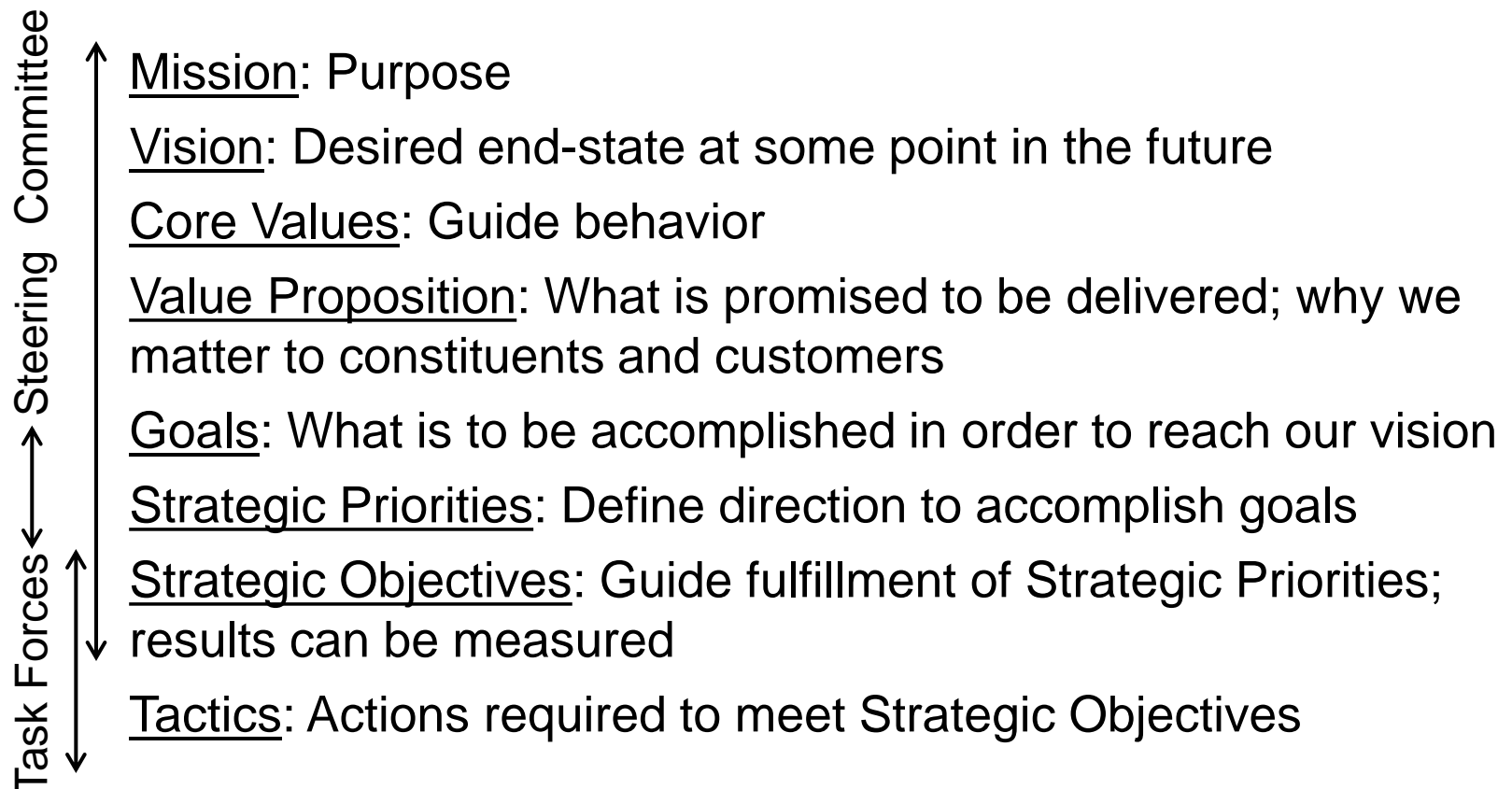


## Strategic Planning Elements





## 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?



# Mission Statement

## Suggestions:

1. The University of Alabama in Huntsville exists to create and apply knowledge and to disseminate knowledge among our students, ourselves, our community, and the world. Our research, teaching, and service yield graduates with the technical competence, character, and love of learning to become the leaders and knowledge creators of the future.
2. The University of Alabama in Huntsville brings human values into science and technology to educate creative thinkers and produce innovative research that will lead the local and global community.



## Mission Statement

### Suggestions:

3. The University of Alabama in Huntsville, a premier research institution, encourages academic excellence, technological growth, and innovative ideas that benefit and positively influence our local, national and global communities.
4. The University of Alabama in Huntsville, a public institution, will inspire, educate and instill a love of learning in those who will create, discover and apply knowledge to improve our world and the human condition. We will be a leader in science, engineering and technology research that contributes to that goal."



## Mission Statement

Suggestions:

5. The University of Alabama in Huntsville, a comprehensive, technological research university, provides education that brings human values to science and technology to a diverse group of creative thinkers, able to imagine, and creates knowledge for the benefit of the global community through innovative research.



## Vision Statement

### Suggestions:

1. The University of Alabama in Huntsville will help create the future by becoming a preeminent institution for the convergence of science and engineering with the arts, social sciences, humanities, and business. We will inspire our graduates to meet the challenges of tomorrow by instilling in them the spirit of discovery, the ability to find solutions to complex problems, and a strong desire to make a better world.
2. A preeminent comprehensive, technological research university recognized for leadership in the development and application of technology, its implications for public policy, and its impact on society.



## Core values

### Suggestions:

Integrity

Respect/Civility

Diversity

Excellence