Strategic Plan 2013

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
Goals: What is to be accomplished in order to reach our vision
Strategic Priorities: Define direction to accomplish goals
Strategic Objectives: Guide fulfillment of Strategic Priorities; results can be measured
Tactics: Actions required to meet Strategic Objectives
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

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<tr>
<th>Core Values</th>
<th>Definition</th>
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<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>
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<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>
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<td>Inclusiveness and Diversity</td>
<td>We honor the individual. We celebrate differences and use them to create unity.</td>
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### 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.
Vision:

The University of Alabama in Huntsville will be a

1. **preeminent, comprehensive, technological research-intensive university**

**GOAL:** Enhance technologically focused research and knowledge transfer efforts to have economic impact and Global reach

**GOAL:** Maintain an infrastructure, financial, physical, and personnel, that supports quality enhancement and the pursuit of excellence

2. **known for inspiring and instilling the spirit of discovery,**

**GOAL:** Provide educational experiences that promote curiosity, innovation, and entrepreneurship
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,

3. the ability to solve complex problems,

GOAL: Educate graduates to be able to address problems across disciplinary boundaries

4. and a passion for improving the human condition-

GOAL: Create a culture of engaging students, alumni, and the community in which we live
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,

5. a university of choice where technology and human understanding converge.

GOAL: Provide broad educational opportunities to explore the intersection of technology and culture
Strategic Priorities

• Recruit, retain, graduate, and ensure the success of highly qualified students of diverse backgrounds
• Build a comprehensive University Advancement effort
• Target a number research areas for growth
• Strengthen ties between Research Centers and Academic Units
• Others?
Strategic Priorities/Objectives

• Recruit, retain, graduate, and ensure the success of highly qualified students of diverse backgrounds
• Build a comprehensive University Advancement effort
  • Recruit a VP for Advancement by Oct 1, 2012
  • Build a Strategic Communications group by Jul 1, 2012
  • Increase the number of Alumni “Chapters” by 25% by October 1, 2015
• Target a number research areas for growth
• Strengthen ties between Research Centers and Academic Units
• Others?