



Strategic Plan 2013

Steering Committee
Task Forces

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



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Strategic Priorities:

Enrollment growth [2]

Research expenditure growth [1,2]

Research portfolio broadening [1,2]

Enhance technology transfer [3]

Enhance engagement efforts [5]

“Integrate” academic and research units more closely [1,2]

Integrate research and education in two/four areas [1,2,3,4]

Dual majors-technology/liberal arts, liberal arts/business [6]

Strengthen fundraising [2,5]

Broaden Senior Design Experience [6]



Strategic Priorities:

- **Recruit and retain an outstanding student body of broad interests and of sufficient size to ensure a rewarding campus life experience**
- **Recruit and retain an outstanding faculty of diverse character**
- **Broaden and expand the research portfolio**
- **Focus efforts on selected areas of research and education for which UAH can be the recognized leader**
- **Engage more fully alumni, the community and global partners**



Strategic Priorities/Objectives (Some examples):

- **Recruit and retain an outstanding student body of broad interests and of sufficient size to ensure a rewarding campus life experience**
 - **Provide an opportunity for an interdisciplinary experience or dual degree program to each undergraduate student that crosses College boundaries (and is unique to UAH?)**
 - **Grow enrollment to 10,000 by 2018 (4%/yr growth)**

Strategic Priorities/Objectives (Some examples):

- **Recruit and retain an outstanding faculty of diverse character**
 - **Develop a hiring plan for implementation over a five year period**
- **Broaden and expand the research portfolio**
 - **Double research awards from Federal agencies other than DoD and NASA by 2018 (10%/yr growth)**
 - **Increase by 50% research awards from DoD and NASA by 2018 (6%/yr growth)**



Strategic Priorities/Objectives (Some examples):

- **Focus efforts on selected areas of research and education for which UAH can be the recognized leader**
 - **Continue to be nationally ranked in Atmospheric Science**
 - **Develop national rankings in XX, YY, and ZZ**
- **Engage more fully alumni, the community and global partners**
 - **Develop a marketing and branding effort within Advancement**
 - **Double alumni participation in events and programs by 2018**

Objective/Tactic Development

- **Objectives**
 - **Steering Committee subcommittees**
 - **Campus-wide Taskforces review**
- **Tactics**
 - **Campus-wide Taskforces**
 - **Steering Committee subcommittees review**
- **Objectives/Tactics**
 - **Steering Committee review**