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
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
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

  o Provide an opportunity for an interdisciplinary experience or dual degree program to each undergraduate student that crosses College boundaries (and is unique to UAH?)

  o Grow enrollment to 10,000 by 2018 (4%/yr growth)
Strategic Priorities/Objectives (Some examples):

• Recruit and retain an outstanding faculty of diverse character
  o Develop a hiring plan for implementation over a five year period

• Broaden and expand the research portfolio
  o Double research awards from Federal agencies other than DoD and NASA by 2018 (10%/yr growth)
  o 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
  o Continue to be nationally ranked in Atmospheric Science
  o Develop national rankings in XX, YY, and ZZ

• Engage more fully alumni, the community and global partners
  o Develop a marketing and branding effort within Advancement
  o 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