



UA Huntsville

THE UNIVERSITY OF ALABAMA IN HUNTSVILLE



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

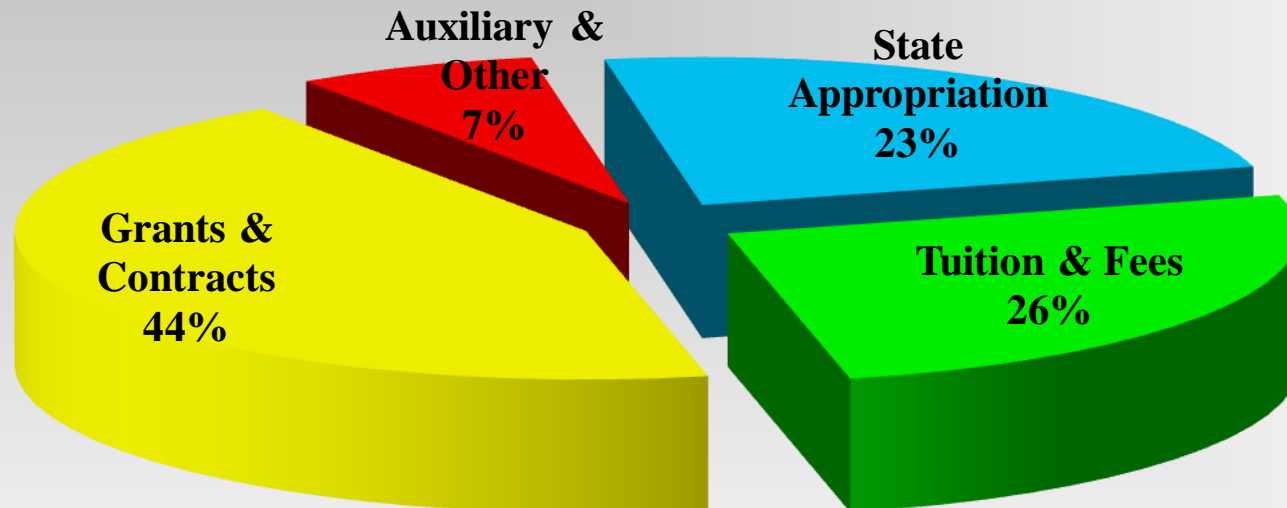
Core Values	Definition
Integrity and Respect	We are guided by principles of ethics , treat others with deferential regard, and are civil in our interactions.
Diligence and Excellence	We work hard and are tireless in the pursuit of our goals and achieving outcomes of the highest quality .
Inclusiveness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

Priorities

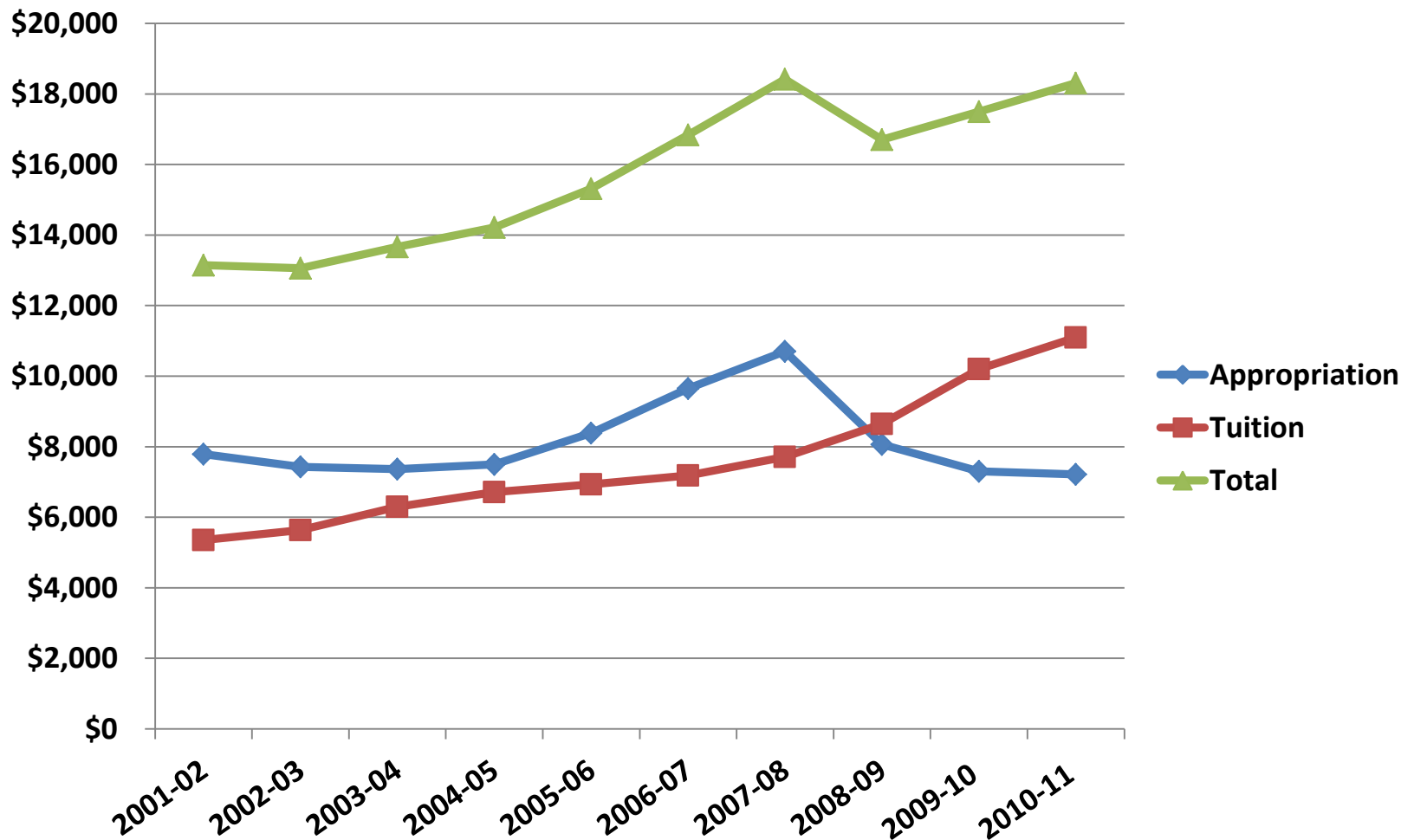
- Recruit and retain an outstanding and diverse student body
- Recruit and retain an outstanding and diverse faculty and staff
- Broaden and expand the research portfolio
- Be a recognized leader in selected areas of research and education
- Engage our stakeholders more fully

Priorities

- **Recruit and retain an outstanding and diverse student body**



Revenue Per FTE Student



Priorities

- **Recruit and retain an outstanding and diverse student body**

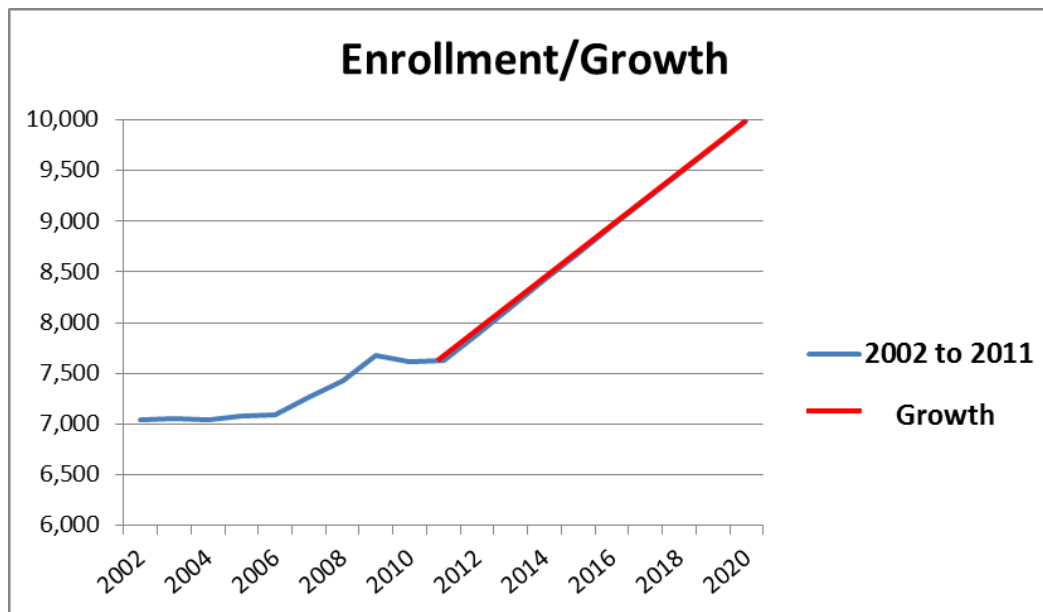
Retain: More efficient to retain than recruit

Outstanding: F11 ACT AVG=25.6; 25th=22; 75th=29

Diverse: Core value

Strategic Objectives:

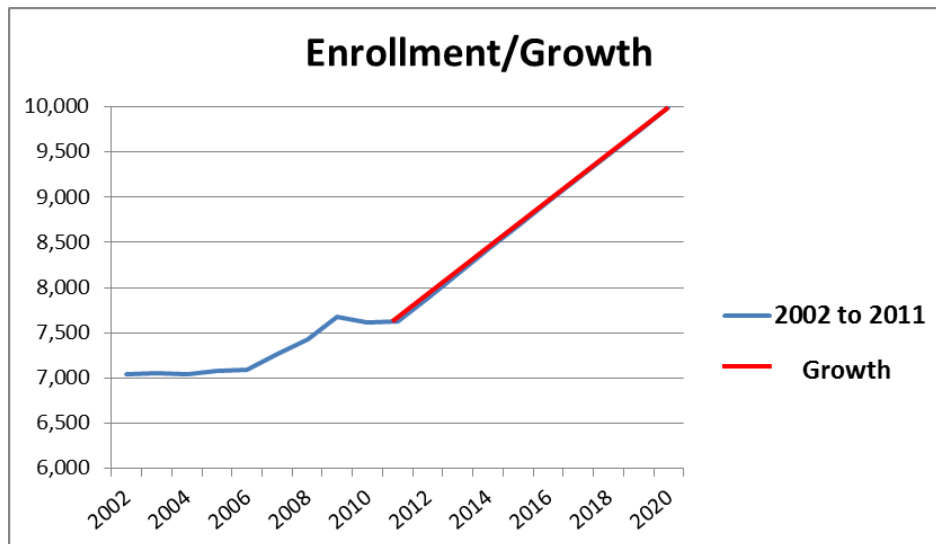
- Grow university enrollment to 10,000 headcount by 2018, while increasing the percentage of full-time enrolled students.



Fall	Enrollment	Growth
2001	6,754	
2002	7,045	4.3%
2003	7,051	0.1%
2004	7,036	-0.2%
2005	7,084	0.7%
2006	7,091	0.1%
2007	7,264	2.4%
2008	7,431	2.3%
2009	7,681	3.4%
2010	7,614	-0.9%
2011	7,629	0.2%

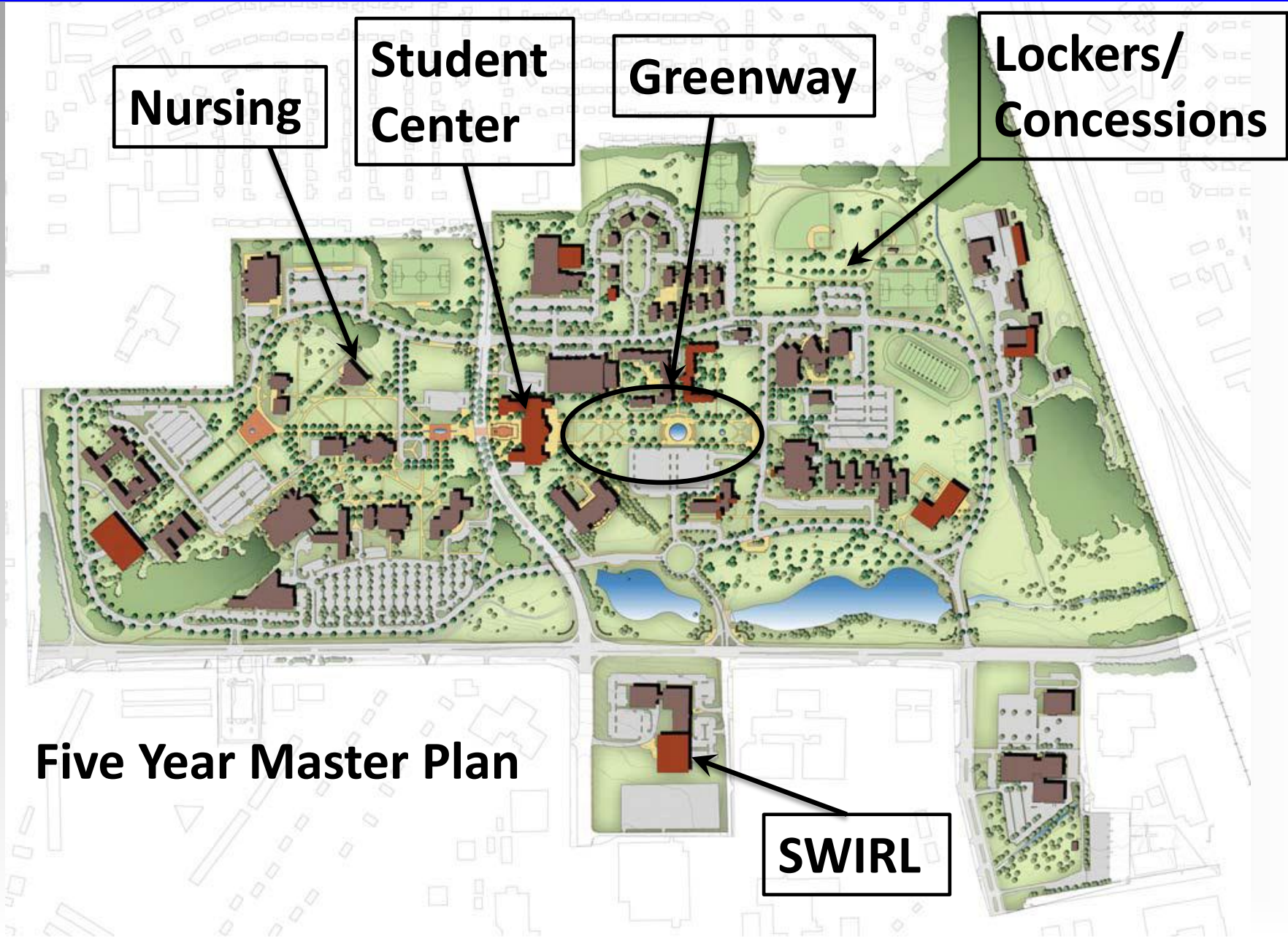
Strategic Objectives:

- Grow university enrollment to 10,000 headcount by 2018, while increasing the percentage of full-time enrolled students.



Fall	Enrollment	Growth	Growth
2011	7,629	3%	4%
2012	7,892	7,858	7,934
2013	8,156	8,094	8,252
2014	8,419	8,336	8,582
2015	8,683	8,587	8,925
2016	8,946	8,844	9,282
2017	9,210	9,109	9,653
2018	9,473	9,383	10,039
2019	9,737	9,664	10,441
2020	10,000	9,954	10,858
2021		10,253	11,293

Enrollment	2007	2012	2018	Δ
	7,264	7,629	10,000	2,371
% Grad	20.8%	22.2%	25.0%	806
% UG	79.2%	77.8%	75.0%	1,565
% Dom UG Out-of-State	12.5%	11.0%	15.0%	870
% Int UG	2.7%	2.5%	2.5%	58
% Int G	3.6%	2.5%	2.5%	62



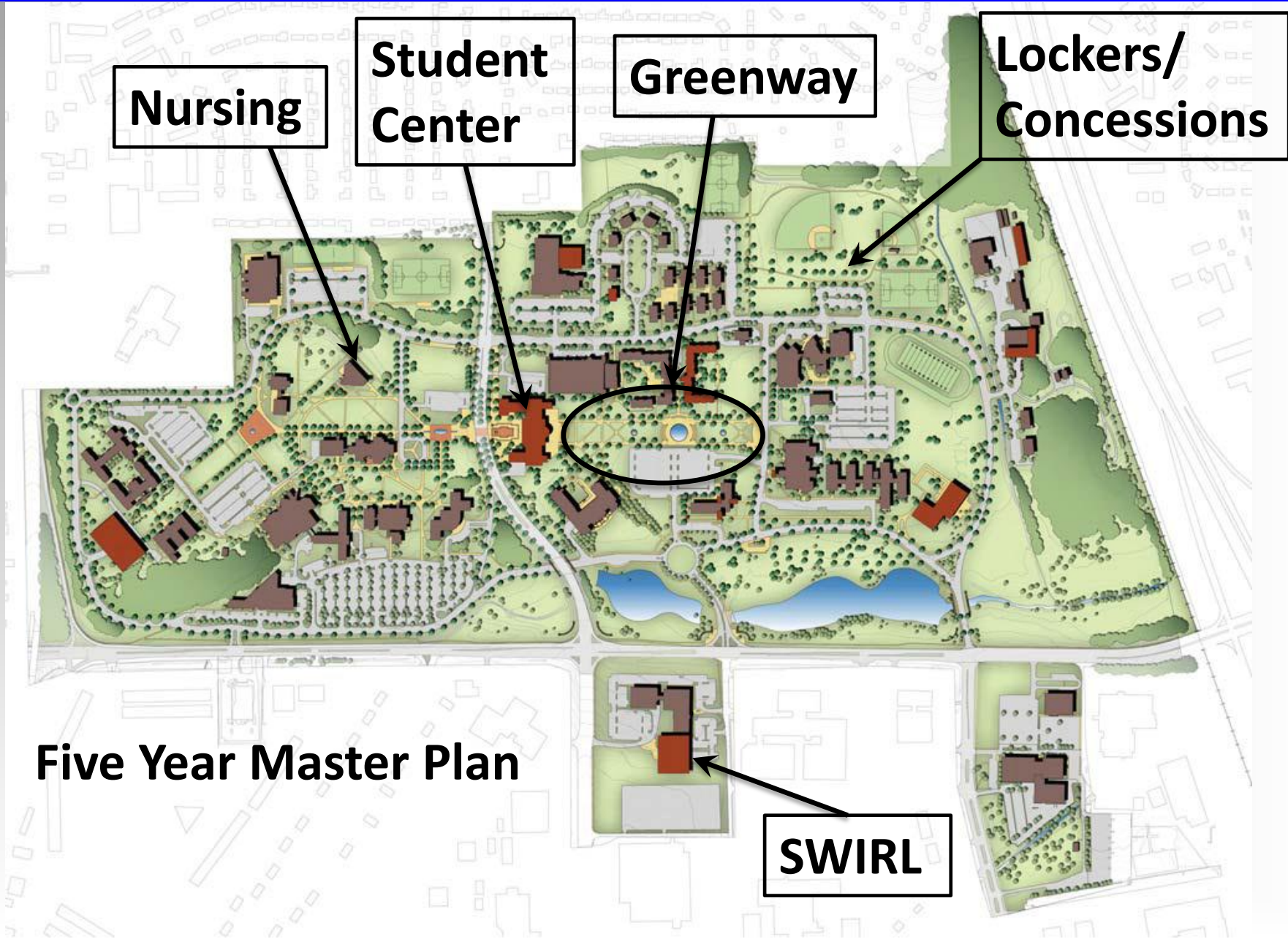
Five Year Master Plan

SWIRL





SWIRL building at UAH could be game-changer in severe weather research, Huntsville Times, May 21, 2012



Five Year Master Plan

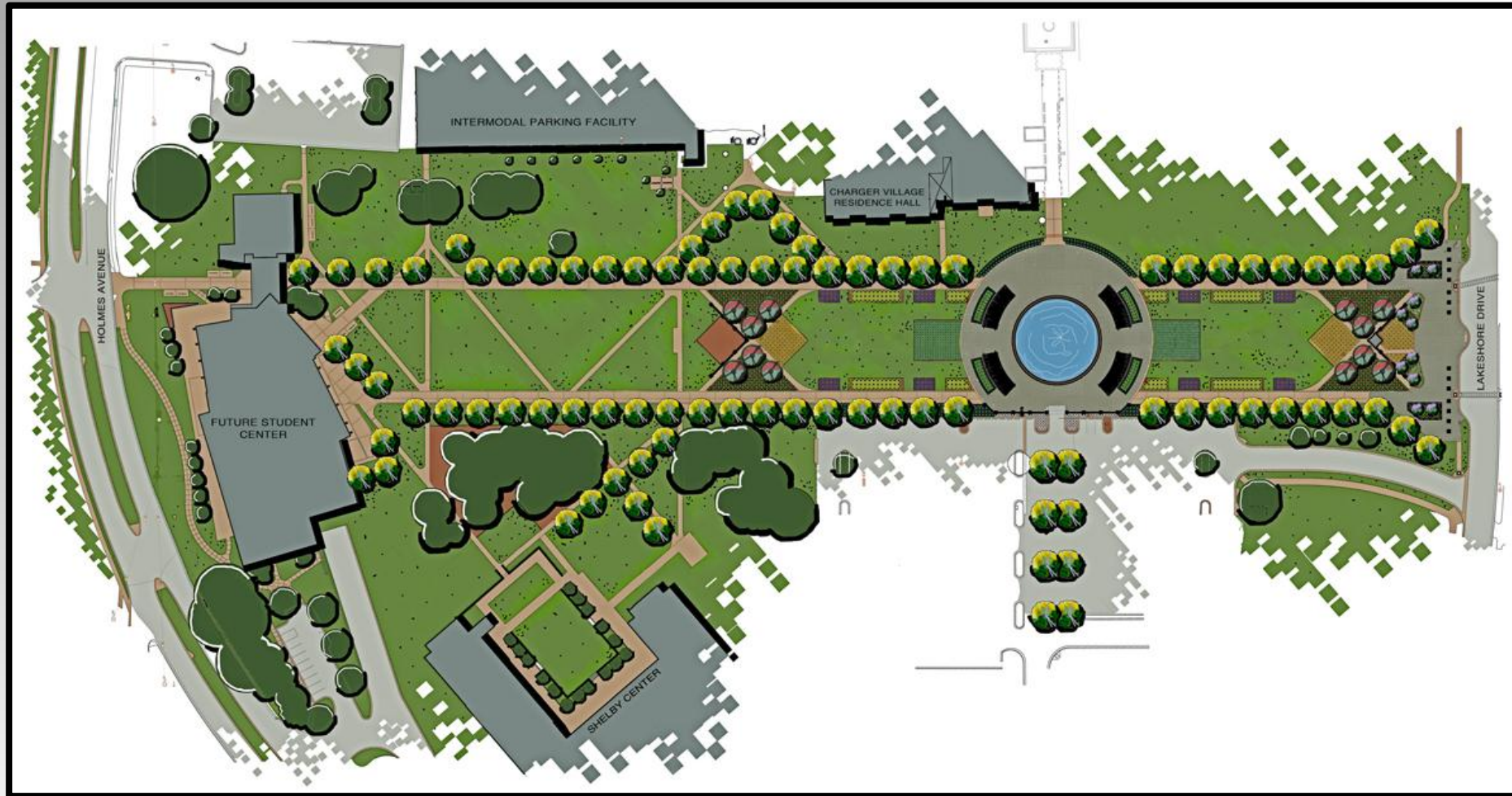
SWIRL



From North Looking South



From South Looking North







South Aerial

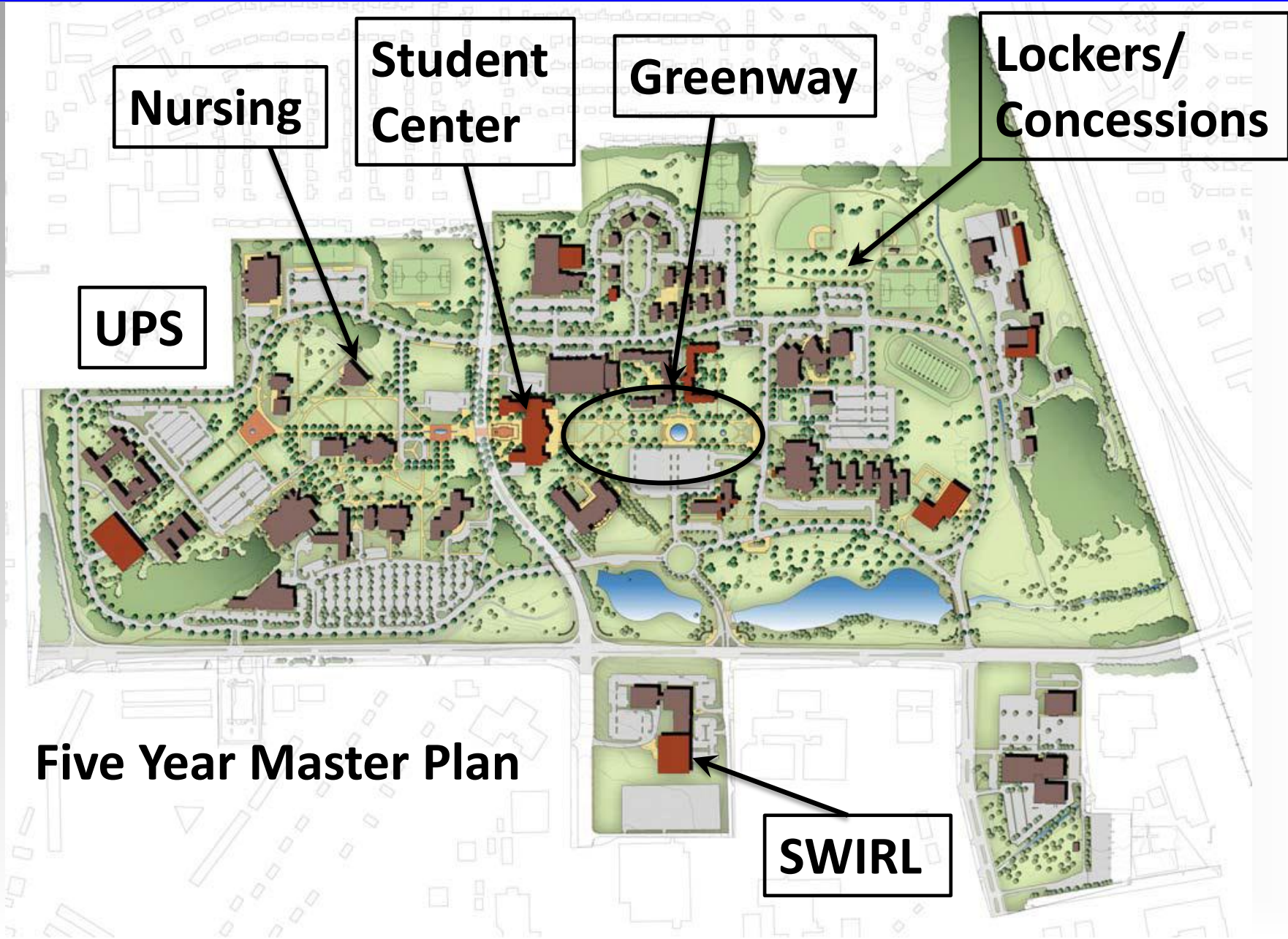


North Aerial





From Holmes Looking North



Five Year Master Plan

SWIRL



Priorities

- Recruit and retain an outstanding and diverse faculty and staff

VROP

Tenured faculty

TRS retirement eligible

To launch August 31, 2012

February 1, 2013 applications deadline

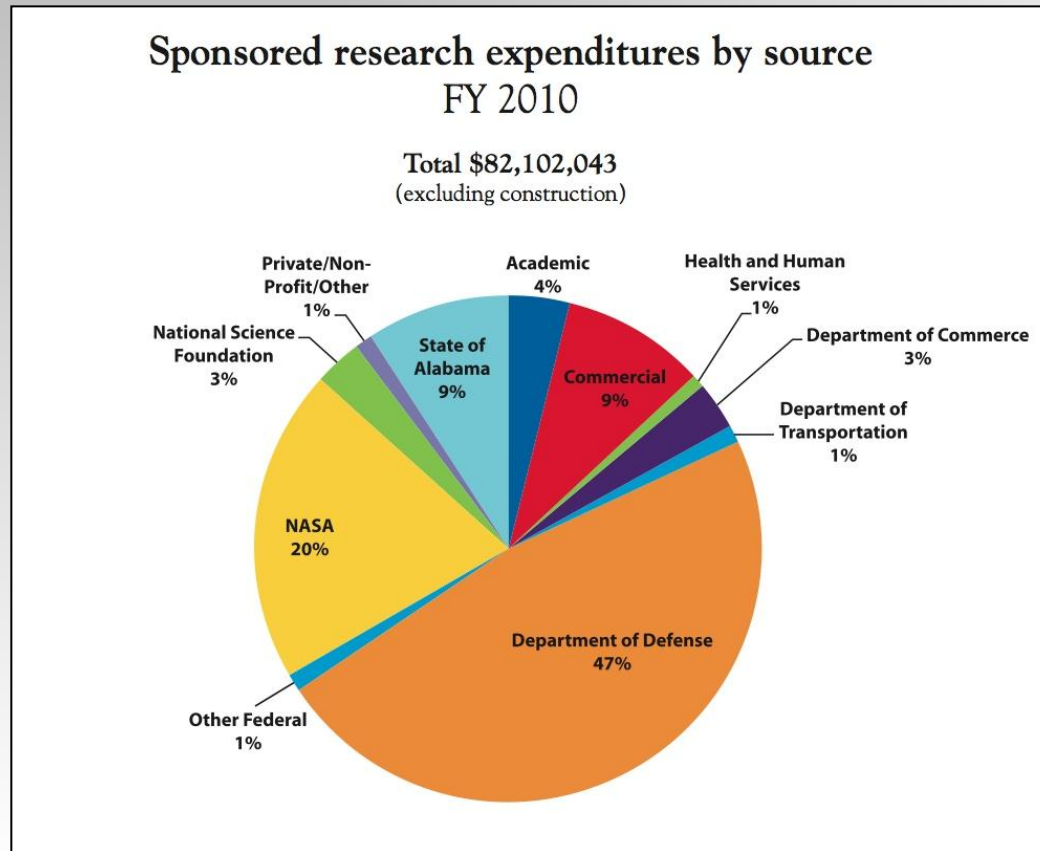
Retire 6/1/2013 or 1/1/2014 or 6/1/2014

125% of salary paid in three annual installments

>40% tenured eligible; >20% FT faculty eligible

Priorities

- Broaden and expand the research portfolio



Priorities

- Broaden and expand the research portfolio
 - Total \$\$ increase by one-third
 - Non-DOD/NASA increase \$\$ by 50%

	Current	Current	2018	2018
DoD	48	53%	63.2	51%
NASA	20	22%	26.3	21%
Other	23	25%	34.5	28%
UAH	9		9	
Total	100	100%	133	100%

Priorities

- Be a recognized leader in selected areas of research and education
- Carnegie Foundation for the Advancement of Teaching
 - Basic: RU/VH (73 publics)
 - Undergraduate: Professions plus arts & sciences, high graduate coexistence
 - Similar (14)
 - GA Tech
 - Penn State
 - Purdue

- NSF Expenditure Rankings (most recent)
 - #2 in NASA-funded R&D in computer sciences
 - #4 DoD-funded R&D in social sciences
 - #8 DoD-funded R&D in computer sciences
 - #9 Federally-funded R&D in aeronautical/astronautical engineering

Known

Atmospheric Science

Solar Terrestrial Processes

Remote Sensing Archeology

Nursing Education

Aerospace Engineering

Propulsion

Astrophysics

Could be Known

Aeronautics and Space Related Complex Systems

Computational Science and Engineering

Entrepreneurship

UG Education in Science and Liberal Arts

Propulsion

Rotocraft Engineering

Supply Chain Management

Could be Known

Sports Physiology

Piano Performance

STEM Education

Materials Science

Nursing Technology

Biotechnology

MBA

Industrial Engineering

Engineering Education

Urban Infrastructure

Should be Known

Computational Science and Engineering

Data Management and Informatics/Cyberspace

Management and Integration of Technologies in Health Systems

Interdisciplinary STEM Integration

Information Security

Optics

Entrepreneurship

Nursing Informatics and Biogenetics

Communication Science

International Affairs/Business

Priorities

- Engage our stakeholders more fully

VP for Advancement

Central Communications Group

Branding Effort

- Graphic identity

- Descriptor/tagline

- Messaging

Advisory Boards



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