Balanced Scorecard

Now				Future
Trend	**Progress Measures**	**Objectives**	**Priorities**	**Goals**
🟢 or 🟡 or 🔴	FY13 🟡 FY14 🟡 FY15 🟢 FY16 🟢 FY17 🟢 FY18 🟢	-Grow university enrollment -Increase awareness and opportunities for a robust campus life -Raise academic profile of first time full time freshmen -Improve student satisfaction -Increase student demographic diversity -Increase graduation and retention rates - Increase student placement in GER	Recruit and retain an outstanding and diverse student body of broad interests and of sufficient size to ensure a rewarding campus life experience	- Ensure an environment where curiosity, discovery, innovation, and entrepreneurship are valued -Graduate students able to address problems through integration of knowledge across disciplines - Foster an environment of community service and engagement and global experience and understanding - Be unique in opportunities to explore and experience the relationships among technology, culture, and the arts
🟢 or 🟡 or 🔴	FY13 🟡 FY14 🟢 FY15 🟢 FY16 🟢 FY17 🟢 FY18 🟢	-By 2013, create a pool of faculty positions -Recruit a cadre of outstanding and diverse faculty and staff to reach critical mass in at least 50% of selected areas of research and education -Develop a start-up infrastructure plan for faculty hires by 2013. -Implement faculty and staff development and retention incentives by 2013.	Recruit, develop, and retain an outstanding and diverse faculty and staff	
🟢 or 🟡 or 🔴	FY13 🟡 FY14 🟢 FY15 🟢 FY16 🟢 FY17 🟢 FY18 🟢	-Develop a national ranking in areas in which UAH is a recognized leader. -Gain national recognition for innovative programs to advance multidisciplinary efforts	Be a recognized leader in selected areas of education and research	-Be nationally and internationally recognized as an institution to which government, industry, and academic leaders turn for opinions on societal issues, especially those involving technology
🟢 or 🟡 or 🔴	FY13 🟢 FY14 🟡 FY15 🟡 FY16 🟡 FY17 🟡 FY18 🟡	-Increase total expenditures by one-third. -Increase by 50% the proportion of total expenditures from sources other than DoD and NASA. -Increase the percent of expenditures from large, multi-year grants and contracts. -Increase the number of nationally and internationally prestigious awards, recognitions and outcomes	Broaden and expand the research portfolio	
🟢 or 🟡 or 🔴	FY13 🟡 FY14 🟢 FY15 🟢 FY16 🟢 FY17 🟢 FY18 🟢	-Improve two-way communications and collaborative decision making with internal and external stakeholders. -Redesign the roles, structures and processes for creating and managing advisory boards and committees -Develop a portfolio of high profile programs, events, and activities that leverage our expertise in key spheres of knowledge for the benefit of the community. -Increase average annual gift contributions by 50%, from the 20-year average of $5.4 million to $8.1 million. -Double the amount of private funds available for scholarships and fellowships	Engage more fully our stakeholders: alumni, the community, elected officials, and global partners	-Strengthen and maintain a financial, physical, and personnel infrastructure that supports continuous quality enhancement and the pursuit of excellence in research and education

🟢 Implementation proceeding well. Objectives likely to be met

🟡 Implementation proceeding. Objectives likely to be met with added focus on achievement of one or more objectives.

🔴 Implementation proceeding. Objectives to be met with concerted effort to achieve one or more objectives.

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.