

January 6, 2020

MEMORANDUM

TO: Todd Barre, Vice President for Finance and Administration
Mallie Hale, Interim Vice President for Advancement
Robert Lindquist, Interim Vice President for Research and Economic Development
Kristi Motter, Vice President for Student Affairs
Laterrica Shelton, Interim Vice President for Diversity, Equity and Inclusion
LaFreedra Jordan, Assistant to President, Community Relations/Economic Development
Marsha Adams, Dean, College of Nursing
David Berkowitz, Dean, Graduate School and International Services
John Christy, Interim Dean, College of Science
Karen Clanton, Dean, College of Continuing and Professional Studies
Jason Greene, Dean, College of Business
Sean Lane, Dean, College of Arts, Humanities, and Social Sciences
Shankar, Mahalingam, Dean, College of Engineering
Beth Quick, Dean, College of Education
William Wilkerson, Dean, Honors College
David Moore, Director of M. Louis Salmon Library
Malcolm Rice, Chief Information Officer
Suzanne Simpson, Director of Institutional Research and Assessment
Brent Wren, Associate Provost

FROM: Christine W. Curtis 
Provost and Executive Vice President for Academic Affairs

SUBJECT: Strategic Planning 2028

The University of Alabama in Huntsville is embarking on a strategic planning initiative during 2020 and spring semester 2021. Strategic planning is an important activity for our University, for it is essential to the future of our institution. Through the strategic planning process, we carefully consider the future vision, mission, and direction of our institution, we determine our goals and objectives, and we decide upon the actions that we will take to achieve our goals. Our strategic planning process is timely because our institution is facing a proposed new budgeting mechanism by the State of Alabama Legislature called Outcomes-based Funding. Outcomes-based Funding as applied to higher education in our state is still in its formative stages. However, at this point it is apparent that the State of Alabama Legislature wants the higher education in the state to be accountable in all aspects of our mission and to focus on student success, progression toward degrees, and degree completion.

The strategic planning initiative is starting at the division/college/unit level. The divisions, colleges, and units will develop their strategic plans and then submit their strategic plans to the University Strategic Planning Committee to develop the UAH Strategic Plan 2028. The

divisions, colleges, and units will have the opportunity to provide input and feedback on the UAH Strategic Plan 2028 to the University Strategic Planning Committee. Upon completion of the UAH Strategic Plan 2028, the divisions, colleges, and units will select metrics from the UAH Strategic Plan 2028 for inclusion in their strategic plans and finalize their strategic plans in concert with the UAH Strategic Plan 2028. The President will appoint the University Strategic Planning Committee during the 2020 spring semester. The Committee will start its work in June 2020.

The timeline for the strategic planning process is given below. Please note that division/units are hereafter referred to as units.

Timeline

- January 6, 2020: Initiate strategic planning process.
- May 15, 2020: All strategic plans are due to the Office of Academic Affairs.
- May 16 to June 1, 2020: Strategic planning materials from the units and colleges are distributed to the University Strategic Planning Committee.
- June 2020: University Strategic Planning Committee begins its deliberations.
- September 2020: University Strategic Planning Committee completes a draft of the UAH Strategic Plan 2028 for distribution back to the colleges and units.
- October 2020: UAH Strategic Plan 2028 is sent to the colleges and units for review.
- November 2020: Colleges and units submit comments to the University Strategic Planning Committee regarding the UAH Strategic Plan 2028.
- January 2021: UAH Strategic Plan 2028 is complete and submitted to University of Alabama System Office for approval at the Board of Trustees April meeting.
- January 2021: Colleges and units will select metrics and finalize their strategic plans in concert with the UAH Strategic Plan 2028.
- March 2021: Colleges and units submit their strategic plans to the Office of Academic Affairs for final review by the University's Strategic Planning Committee and posting on the University's website.
- April 2021: Present Mission of the UAH Strategic Plan 2028 to the Board of Trustees.
- April 2023, 2025, 2027: University Strategic Planning Committee reviews, updates, and monitors the progress on key performance indicators of the UAH Strategic Plan 2028

The University Strategic Planning Committee will write the University's vision and mission statements, core values, and the value proposition. For the initial work at the college and units, we will use the current, though slightly modified, vision, mission, core values and core proposition statements given in the attached templates.

The format for the strategic plan is

Format for Unit/College Strategic Plan 2028

College Vision College Mission

College Values

College Value Proposition

Goals

Objectives (Limit of three objectives in addition to required objective)

Actions (Limit of three or fewer actions per objective)

Attached is the strategic planning templates that your colleges and units will use to develop your strategic plan. Please note that the colleges will use the college template, and the units will use the unit template. Included in the template are instructions for each part of the strategic planning process. When questions arise about the strategic planning process, about the format or content of the strategic plan, please contact me at Christine.Curtis@uah.edu or 824-6337. Please copy Peggy Bower peggy.bower@uah.edu on all correspondence.

Cc: Darren Dawson, President
Ray Garner, Chief of Staff