



Strategic Plan 2013

Mission:

The University of Alabama in Huntsville is a research-intensive, internationally-recognized technological university serving Alabama and beyond. Our mission is to explore, discover, create, and communicate knowledge, while educating individuals in leadership, innovation, critical thinking, and civic responsibility and inspiring a passion for learning.

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.

Core Values:

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.

Value Proposition:

The University of Alabama in Huntsville offers an accessible, affordable, high quality education, relevant to an evolving technological, knowledge-driven world, in a research-intensive environment.

Goals:

- 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
- Strengthen and maintain a financial, physical, and personnel infrastructure that supports continuous quality enhancement and the pursuit of excellence in research and education



- **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**