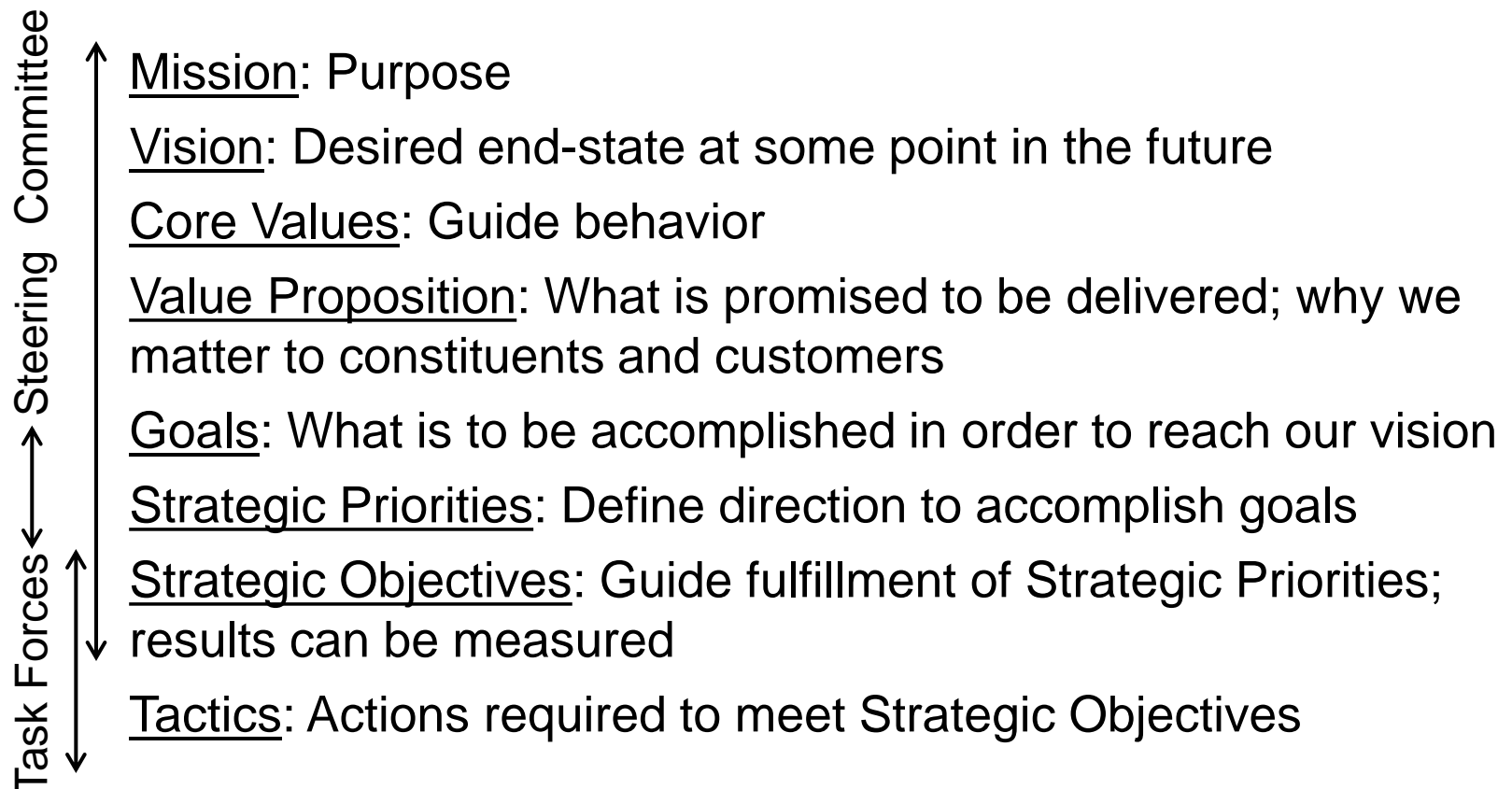


Strategic Planning Elements





Mission:

The University of Alabama in Huntsville is a research intensive, technological university leveraging its location in, and serving, Alabama's scenic technology corridor and beyond whose mission it is to engage in exploration and discovery, to create and communicate knowledge, and to provide a highly rigorous and relevant education required of leaders, innovators, and engaged citizens of the future who possess critical thinking skills and a passion for learning.



Mission:

The University of Alabama in Huntsville is a research-intensive, technological university ~~leveraging its location in, and serving, Alabama's scenic technology corridor and beyond.~~ Our mission ~~it~~ is to ~~engage in~~ exploration and discovery, to create and communicate knowledge, and to provide a ~~highly rigorous and~~ relevant education for ~~required of~~ leaders, innovators, and engaged citizens of the future ~~who~~ possessing critical thinking skills and a passion for learning.



Mission:

The University of Alabama in Huntsville is a research-intensive, technological university serving Alabama and beyond. Our mission is to explore and discover, to create and communicate knowledge, and to provide a relevant education for leaders, innovators, and engaged citizens of the future possessing critical thinking skills and a passion for learning.



Vision:

The University of Alabama in Huntsville will be a preeminent technological research university known for integrating science and engineering with the arts and business and health care professions, a first-choice university that provides an inspiring experience that instills the spirit of discovery, an ability to solve complex problems, and a passion for improving the human condition in a diverse World.



Vision:

The University of Alabama in Huntsville will be a preeminent technological research university known for integrating science and engineering with the arts, ~~and~~ business, and the health care professions, a ~~first-choice~~ university of choice that ~~provides an~~ inspires and ing ~~experience that~~ instills the spirit of discovery, ~~the an~~ ability to solve complex problems, and a passion for improving the quality of life for all people ~~human condition in a diverse~~ World.



Vision:

The University of Alabama in Huntsville will be a preeminent technological research university known for integrating science and engineering with the arts, business, and the health care professions, a university of choice that inspires and instills the spirit of discovery, the ability to solve complex problems, and a passion for improving the quality of life for all people.

Core Value	Definition
Integrity	We are honest and adhere to ethical principles in our work.
Respect	We treat others with genuine regard.
Civility	Our interactions are inspired by respect and are always courteous.
Diligence	Our efforts are earnest in order to accomplish what we set out to do.
Inclusivity/ Diversity	We embrace differences to create unity.
Excellence	We strive to reach our full potential in everything we do.

Goals:

- **Sustain a strong financial position (state funding/enrollment/ retention/research funding/development)**
- **Enhance student life (unique and desirable experience)**
- **Create a convergence of disciplines**
- **Broaden our reach and impact (research/enrollment/service))**
- **More fully engage constituents (marketing/alumni/community)**
-
-

Value Proposition: What is promised to be delivered; why we matter to constituents and customers

- Practical
- Affordable
- Relevant