



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



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	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.



Vision:

The University of Alabama in Huntsville will be a

- 1. preeminent, comprehensive, technological research-intensive university**

GOAL: Enhance technologically focused research and knowledge transfer efforts to have economic impact and Global reach

GOAL :Maintain an infrastructure, financial, physical, and personnel, that supports quality enhancement and the pursuit of excellence

- 2. known for inspiring and instilling the spirit of discovery,**

GOAL: Provide educational experiences that promote curiosity, innovation, and entrepreneurship



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,

3. the ability to solve complex problems,

GOAL: Educate graduates to be able to address problems across disciplinary boundaries

4. and a passion for improving the human condition-

GOAL: Create a culture of engaging students, alumni, and the community in which we live



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,

5. a university of choice where technology and human understanding converge.

GOAL: Provide broad educational opportunities to explore the intersection of technology and culture

Strategic Priorities

- **Recruit, retain, graduate, and ensure the success of highly qualified students of diverse backgrounds**
- **Build a comprehensive University Advancement effort**
- **Target a number research areas for growth**
- **Strengthen ties between Research Centers and Academic Units**
- **Others?**

Strategic Priorities/Objectives

- **Recruit, retain, graduate, and ensure the success of highly qualified students of diverse backgrounds**
- **Build a comprehensive University Advancement effort**
 - **Recruit a VP for Advancement by Oct 1, 2012**
 - **Build a Strategic Communications group by Jul, 1 2012**
 - **Increase the number of Alumni “Chapters” by 25% by October 1, 2015**
- **Target a number research areas for growth**
- **Strengthen ties between Research Centers and Academic Units**
- **Others?**