UAHuntsville

THE UNIVERSITY OF ALABAMA IN HUNTSVILLE

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

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THE UNIVERSITY OF ALABAMA IN HUNTSVILLE

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.

Goals:

1. 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

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

3. Ensure an environment where curiosity, discovery, innovation, and entrepreneurship are valued

Goals:

4. Graduate students able to address problems through integration of knowledge across disciplines

5. Foster an environment of community service and engagement and global experience and understanding

6. Be unique in opportunities to explore and experience the relationships among technology, culture, and the arts

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

Strategic Priorities:

Enrollment growth [2]

Research expenditure growth [1,2]

Research portfolio broadening [1,2]

Enhance technology transfer [3]

Enhance engagement efforts [5]

"Integrate" academic and research units more closely [1,2]

Integrate research and education in two/four areas [1,2,3,4]

Dual majors-technology/liberal arts, liberal arts/business [6]

Strengthen fundraising [2,5]

Broaden Senior Design Experience [6]