



AUBURN UNIVERSITY

BUSINESS AND ADMINISTRATION STRATEGIC PLAN

2035

EMPOWERING EXCELLENCE,

Evolving Together

Introduction



A Vision for the Future

A roadmap guiding Business and Administration as we advance Auburn University's Grounded and Groundbreaking Strategic Plan.



Committed to Operational Excellence

Ensuring efficiency, effectiveness, and alignment with the university's goals.



Rooted in Collaboration

Developed through Leadership Meetings, unit feedback, and the work of our Strategic Plan Steering Committee.



Driven by Our North Star/Tag Line

"Empowering Excellence, Evolving Together" – reflecting our dedication to continuous improvement and shared progress.



United by Purpose

Showcasing the collective impact of units that manage Auburn's infrastructure, finances, people, and campus services.

EMPOWERING EXCELLENCE,
Evolving Together

Business and Administration Overview

Administrative Effectiveness

- Administrative Assessment
- Auburn University Regional Airport
- Gogue Performing Arts Center
- Jule Collins Smith Museum of Fine Art
- Office of Sustainability
- Parking Services
- Transportation Services
- University Ombuds Office

Budgets & Business Operations

- Budget & Planning Services
- Campus Store

Facilities Management

- Campus Services
- Landscape Services
- Maintenance
- Planning, Design & Construction
- Utilities & Energy

Financial Services/Controller

- Cash Management
- Endowment Management
- Financial Reporting
- Procurement and Business Services
- Student Business & Account Services
- Tax Compliance

Hotel Operations

- 1856
- AU Hotel & Conference Center
- Hey Day Market
- The Laurel Hotel

University Human Resources

- Benefits
- Campus Relations
- Compensation
- Employment
- Human Resources Development
- Onboarding Center
- Payroll
- Records

Information Technology

- Cybersecurity
- Distributed IT
- Enterprise System Support
- Infrastructure
- Project Management Office
- Quality Assurance
- Service Delivery
- Telecommunications

Real Estate

Risk Management and Safety

- Environmental Health & Safety
- Risk Management & Insurance
- Safety & Health Programs
- Laboratory & Research Safety

Strategic Business Operations

Trademark Management & Licensing



Planning Timeline



Strategic Planning Process



Anchored in Auburn's mission, values, and ***The Auburn Creed***



Developed in phases: from building organizational capacity → to **setting objectives, outcomes, and KPIs** → to communication and launch



Guided by **Integrity, Innovation, and Engagement**



Emphasizes stewardship, continuous improvement, and respect



Built through a collaborative, **values-driven approach**



Ensures BA priorities stay aligned with **Auburn's long-term aspirations**

Business and Administration Steering Committee



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Auburn University Business and Administration



Vision

To be recognized as a leader in higher education administrative services with an unwavering commitment to excellence, continuous improvement, innovative thinking, and resource stewardship.



Mission

To support Auburn University's mission of instruction, research, and extension by providing expert guidance, innovation, excellent service, and strategic management of Auburn's financial, human, technological, and physical resources.



Values

- > **Integrity**
(Stewardship and Accountability)
- > **Innovation**
(Empowerment and Continuous Improvement)
- > **Engagement**
(Interaction and Respect)



AU Strategic Plan 2035 **Grounded & Groundbreaking**

1

**Exceptional
Student
Experience**



2

**Impactful
Research and
Creative
Scholarship**



3

**Commitment
to Excellence
and
Innovation**



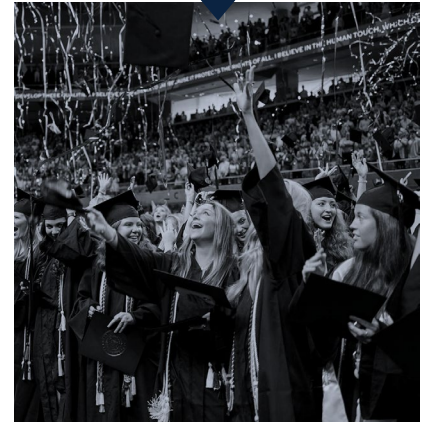
4

**Catalytic
Engagement**



5

**Distinctively
Auburn**





Alignment of BA Objectives to BA Focus Areas and AU Plan

1 Exceptional Student Experience

Experiential Learning

Empower Experiential Learning (↑AU 1A)
Integrate Learning with Operations (↑AU 1D)

Administrative Student Services

Innovate Financial Support (↑AU 1A)
Streamline Digital Access (↑AU 1E)

Spaces for Future Growth

Plan for Purposeful Growth (↑AU 1E)

2 Impactful Research and Creative Scholarship

Culture of Safety

Prioritize a Culture of Safety (↑AU 2A)

3 Commitment to Excellence and Innovation

Human Resources

Enhance Human Resource Excellence (↑AU 3A)
Empower Our Workforce (↑AU 3C)
Celebrate Employee Contributions (↑AU 3C)

System and Process Efficiency

Champion Innovation (↑AU 3A)
Modernize and Streamline Business Processes (↑AU 3C)
Foster Continuous Improvement (↑AU 3D)
Embrace Data-Informed Decision Making (↑AU 3D)
Strengthen Campus Infrastructure (↑AU 3E)
Enhance IT Systems (↑AU 3E)

Accountability and Integrity

Demonstrate Integrity and Stewardship (↑AU 3A)
Cultivate Self-Awareness, Respect, Honesty, and Empathy (↑AU 3B)
Advance Organizational and Personal Accountability (↑AU 3D)

4 Catalytic Engagement

Community and Cross-site Connections

Maximize Campus Growth Potential (↑AU 4A)
Broaden Campus and Community Connections (↑AU 4E)

Financial Literacy and Compliance

Strengthen Financial Literacy and Compliance (↑AU 4B)

5 Distinctively Auburn

Strategic Communication

Communicate Strategically to Highlight Our Value (↑AU 5A)

Leverage Revenue Growth to Support Students

Drive Revenue to Provide Meaningful Support (↑AU 5C)

GOAL

1 Exceptional Student Experience

AU 1.A Deliver rigorous, robust, and relevant academic programs.
> AU 1.A.3 Cultivate holistic student experiences.



OBJECTIVE

Empower Experiential Learning:

We will enhance organizational capacity and student development through experiential learning opportunities that provide cross-functional business experiences, preparing students to contribute meaningfully to society and the workforce.

OUTCOMES

Human Resources:

Develop a comprehensive BA internship program that provides student learning and experiences within the areas of IT, Finance, HR, and Administrative Assessment, and other Business areas while also using their talent to tackle process improvement projects and other organizational changes.

- KPI - Intern Placement

Jule Collins Smith Museum of Fine Art:

Investigate the feasibility of launching a prototype Campus Art Program designed to expand multi-disciplinary engagements and an enhanced civic society with art by purposefully integrating it into Auburn's campus, accessible to everyone.

- KPI - Campus Art Program Feasibility and Implementation Progress

AU 1.A Deliver rigorous, robust, and relevant academic programs.

> AU 1.A.3 Cultivate holistic student experiences.

OBJECTIVE

Innovate Financial Support:

We will leverage innovative financial strategies to improve student options, support persistence, and enhance the overall student experience through proactive communication and flexible service models.

OUTCOMES

FINANCIAL SERVICES (SBAS):

Improve consistency across answers and enhance customer satisfaction, as a result of implementing a Chat Bot as a first line answering service.

- KPI - Tracking Chatbot Interactions



AU 1.D Emphasize that every student creates their own distinct Auburn Experience through participation in high-impact practices.
>AU 1.D.2 Capitalize on existing and develop new partnerships.



OBJECTIVE

Integrate Learning with Operations:

We will foster applied learning and collaboration by transforming operational units into innovation hubs that engage students through real-world experiential opportunities.

OUTCOMES

BUDGETS & BUSINESS OPERATIONS:

Promote the Bookstore as a laboratory opportunity for students in numerous fields of study and research ventures, including the RFID lab, retail merchandising, apparel merchandising, and marketing.

- KPI - Increased Internships and Faculty Engagement

AU 1.E Offer a vibrant campus culture characterized by abundant and engaging student life programs, on- and off-campus experiences, intercollegiate athletics, and co- and extra-curricular activities to complement the Auburn Experience.

> AU 1.E.2 Sustaining a campus environment where every student feels welcomed.

OBJECTIVE

Streamline Digital Access:

We will deliver streamlined and student-focused services by improving operational clarity and access – ensuring students feel confident, supported, and engaged through intuitive digital solutions.

OUTCOMES

BUDGETS & BUSINESS OPERATIONS:

Enhance the Bookstore's delivery methods for digital content to reduce confusion and frustration among students, eliminating multiple channels of information from various third-party digital material providers.

- KPI - Progress and Satisfaction with Streamlined Interface for Digital Content



AU 1.E Offer a vibrant campus culture characterized by abundant and engaging student life programs, on- and off-campus experiences, intercollegiate athletics, and co- and extra-curricular activities to complement the Auburn Experience.

> AU 1.E.2 Sustaining a campus environment where every student feels welcomed.



OBJECTIVE

Plan for Purposeful Growth:

We will strategically plan and preserve spaces that support future growth and enrich the Auburn Experience by aligning land use, facility design, and space quality with the evolving needs of students and the university community.

OUTCOMES

FACILITIES MANAGEMENT:

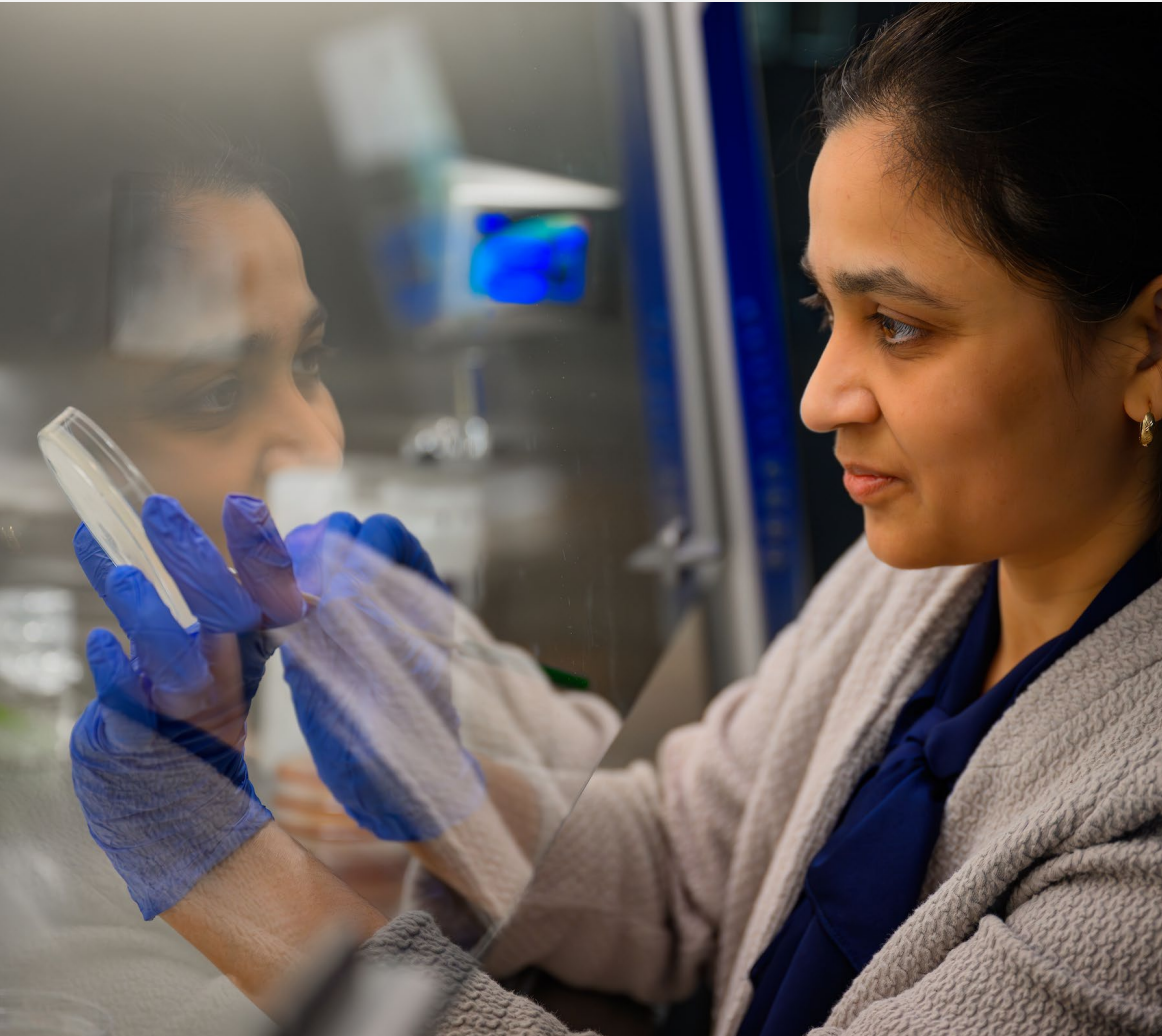
Reserve land for future academic and student life facilities and design both indoor and outdoor spaces with the Auburn Experience in mind, through the Campus Master Plan (CMP).

- KPI - Assessment of Space Quantity and Quality

GOAL

2 Impactful Research and Creative Scholarship

AU 2.A Double our overall research, scholarship, and creative works and increase their impact while building leadership in focused areas of distinction.
> AU 2.A.1 Elevate Auburn University's national and international leadership.



OBJECTIVE

Prioritize a Culture of Safety:

We will cultivate a proactive, university-wide culture of safety by embedding accountability, enhancing training and awareness, strengthening reporting and oversight system, and ensuring measurable improvements in safety practices across the research enterprise.

OUTCOMES

RISK MANAGEMENT & SAFETY:

Develop and implement a University-wide culture of responsibility within Laboratory and Research Safety through knowledge, awareness, support, and leadership commitment, resulting in safety standards and governance throughout the research enterprise, embedded safety liaisons and departmental joint safety teams, reporting systems for incidents, elimination and mitigation of serious hazards, and achieving significant and measurable improvements in research safety training.

- KPI - Measuring a Culture of Responsibility for Lab and Research Safety

GOAL

3 Commitment to Excellence
and Innovation

AU 3.A Cultivate a culture of excellence and enablement that embodies Auburn University's core values and bold aspirations.
> AU 3.A.1 Enhance the human resources framework.



OBJECTIVE

Enhance Human Resource Excellence:

We will implement modern, user-friendly hiring and onboarding systems while strengthening HR service delivery across campus through coordinated support networks.

OUTCOMES

HUMAN RESOURCES:

Implement a modern, fully integrated and user-friendly Applicant Tracking System and onboarding platform that improves hiring efficiency and provides a seamless new hire experience.

- KPI - Efficiency and Satisfaction in Hiring Practices

Enhance the level of service being provided to campus across all HR functions, through both centralized and distributed HR networks.

- KPI - Positive Perceptions of HR Functions

AU 3.A Cultivate a culture of excellence and enablement that embodies Auburn University's core values and bold aspirations.
> AU 3.A.3 Amplify our culture of collaboration.

OBJECTIVE

Champion Innovation:

We will encourage a forward-thinking mindset, embracing new ideas and technologies, constantly seeking better ways to serve the university community.

OUTCOMES

STRATEGIC BUSINESS OPERATIONS:

Identify opportunities for collaboration across BA units to improve operational efficiency by sharing tools and technologies that support information and resource sharing across the organization.

- KPI - Increased ROI for Existing Technology



AU 3.A Cultivate a culture of excellence and enablement that embodies Auburn University's core values and bold aspirations.
> AU 3.A.4 Ascend as a top employer in higher education.



OBJECTIVE

Demonstrate Integrity and Stewardship:

We will remain committed to utilizing university resources wisely and ethically, while accepting responsibility for our actions.

OUTCOMES

RISK MANAGEMENT & SAFETY:

Communicate safety as both a personal and a collective responsibility; continually operate with this shared purpose, enabling risk management, safety, and environmental protection to be built into university processes and values.

- KPI - Safety Perceived as a University Value

HUMAN RESOURCES:

Prioritize collaboration across departments by encouraging shared initiatives, open communication, and cooperative problem-solving that enhance the effectiveness of university resources and services.

- KPI - Tracking Collaboration Efforts and Positive Feedback

AU 3.A Cultivate a culture of excellence and enablement that embodies Auburn University's core values and bold aspirations.
> AU 3.A.4 Ascend as a top employer in higher education.



OBJECTIVE

Demonstrate Integrity and Stewardship:

We will remain committed to utilizing university resources wisely and ethically, while accepting responsibility for our actions.

OUTCOMES

OFFICE OF SUSTAINABILITY:

Implement a comprehensive program that engages campus stakeholders in efforts to tackle innovative goals to extend responsible resource stewardship within labs, offices, residence halls, and other spaces on campus.

- KPI - TIGERSpaces Program (Tackling Innovative Goals to Extend Responsible Stewardship in Spaces Program) Metrics

AU 3.B Foster an environment where all faculty, staff and students are welcomed, valued, respected and engaged.
> AU 3.B.1 Cultivate a vibrant and resilient university-wide culture.

OBJECTIVE

Cultivate an Environment of Self-awareness, Respect, Honesty and Empathy:

We will lead and serve with compassion, understanding and emotional intelligence.

OUTCOMES

FACILITIES MANAGEMENT:

Develop an on-boarding/training program for faculty, staff, students and visitors best explaining what FM does for the campus, how we prioritize work, and the importance of maintaining our campus assets.

- KPI - Facilities Management Positive Campus Identity

OMBUDS:

Enhance the university's culture of respect by empowering office visitors to appreciate others' perspectives in order to navigate conflict productively, while also providing seminars and trainings on conflict resolution, communication, and teamwork for the university community and valued stakeholders.

- KPI -Increased Culture of Respect



AU 3.C Enhance programs to effectively attract, mentor, reward, and retain high-performing employees and create opportunities for continuing education, leadership development, and career advancement.
> AU 3.C.1 Create new pathways to recruit and retain exceptional employees.



OBJECTIVE

Modernize and Streamline Business Processes:

We will invest in industry recognized solutions to eliminate redundancies, optimize workflows, and employ automation to maximize productivity.

OUTCOMES

HUMAN RESOURCES:

Implement a Career Pathways project that identifies career development opportunities for employees based on their individual skills and experiences.

- KPI -Positive Perception of Career Development Opportunities

Implement a Candidate Relationship Management (CRM) tool to enhance Auburn's ability to attract and engage exceptional talent through efficient, personalized, and insight-driven recruitment strategies designed to strengthen Auburn's workforce pipeline (a new Applicant Tracking System and Career Pathways project).

- KPI -Improved Candidate Pool and Processes

STRATEGIC BUSINESS OPERATIONS:

Provide impactful employment opportunities to students that equip them with marketable skills for entering the workforce.

- KPI -Student Employment and Skill Attainment

Recruit, attract, and retain AU students to become fulltime AU employees.

- KPI -Student Employee Affinity to Continue Employment at Auburn

1 Exceptional Student Experience

2 Impactful Research and Creative Scholarship

3 Commitment to Excellence and Innovation

4 Catalytic Engagement

5 Distinctively Auburn

AU 3.C Enhance programs to effectively attract, mentor, reward, and retain high-performing employees and create opportunities for continuing education, leadership development, and career advancement.

> 3.C.2 Invest in employee development programs.



OBJECTIVE

Empower our Workforce:

We will provide comprehensive training and development opportunities, supporting a skilled, confident, and adaptable team.

OUTCOMES

HUMAN RESOURCES:

Offer Leadership Development and Career Advancement skills through the Aspire Auburn program.

- KPI - Improved Opportunities through Aspire

1 Exceptional Student Experience

2 Impactful Research and Creative Scholarship

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5 Distinctively Auburn

AU 3.C Enhance programs to effectively attract, mentor, reward, and retain high-performing employees and create opportunities for continuing education, leadership development, and career advancement.

> AU 3.C.3 Strengthen incentive structures to recognize excellence.

OBJECTIVE

Celebrate Employee Contributions:

We will promote a culture of appreciation by implementing effective employee recognition strategies that go beyond traditional programs to ensure meaningful acknowledgment of contributions across campus.

OUTCOMES

HUMAN RESOURCES:

Identify cost-efficient ways to recognize and reward employees (in addition to Spirit of Excellence), such as revamped service awards offering instant recognition across campus.

- KPI - Innovative Methods for Employee Recognition



1 Exceptional Student Experience

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5 Distinctively Auburn

AU 3.D Continuously improve institutional processes and systems that support the university enterprise and operate at the highest levels of effectiveness and efficiency.

> AU 3.D.1 Improve our business plans and processes.



OBJECTIVE

Advance a Culture of Organizational and Personal Accountability:

We will promote accountability by modernizing business operations, clarifying responsibilities, and implementing best practice processes that reduce risk, improve compliance, and increase effectiveness.

OUTCOMES

HUMAN RESOURCES:

Establish and implement a standardized university-wide processes to ensure multistate compliance in employment, taxation, and operations, thereby reducing institutional risk and enhancing operational efficiency.

- KPI - Expansion and maintenance of multistate compliance

Consolidate "overlapping" jobs within Job Families and convert to Job Profiles, effectively streamlining classification processes, aligning minimum qualifications, and implementing job title guidelines.

- KPI - Streamlined Job Classification

Foster an environment with position planning where units are preparing for and anticipating headcount adjustments needed throughout the year where they are identified before the year begins.

- KPI - Accurately Projecting Headcount Budget

BUDGETS & BUSINESS OPERATIONS

(Budget & Planning Services):

Improve data integration by replacing scripts that populate data in Anaplan with API's that link directly to data in Banner or another warehouse.

- KPI - Automated processes to increase productivity

FINANCIAL SERVICES:

Implement a streamlined, integrated scholarship review process that enhances accuracy, ensures tax compliance, and improves efficiency within Student Business and Account Services (SBAS) and Financial Services.

- KPI - New Solution for Scholarship Review Process

Improve consistency, timeliness, and accuracy across units, as a result of standardizing procedures.

- KPI - Task Efficiency, Standardization, and User Satisfaction

Enhance cash management forecasting to provide more accurate, forward-looking insights that support effective decision-making and strengthen the university's overall financial planning.

- KPI - Improved Cash Forecasting Model and Projections

OUTCOMES

FINANCIAL SERVICES (cont'd):

Develop and implement a short-term cash management investment strategy that maximizes the value of university funds while maintaining prudent risk management and supporting long-term financial sustainability.

- KPI – Strengthened Cash Management and Investing

BUDGETS & BUSINESS OPERATIONS and FINANCIAL SERVICES:

Implement industry-leading business practices and workflow automation to modernize financial and administrative processes, reduce manual effort, and strengthen staff capacity for higher-value analysis and service delivery.

- KPI – Software to Improve Expense and Contract Processes; Focus Shift for Financial Reporting Accountants; Responsible Team Member Assignments; One-Step Employment for Foreign Nationals; Comprehensive Review and Optimization Plan

TRADEMARK MANAGEMENT & LICENSING:

Establish a multi-year roadmap that leverages emerging technologies, streamlines operations for peak efficiency, and positions the organization to capitalize on immediate opportunities while preparing for future market evolution—all with a focus on sustainable growth.

- KPI – Comprehensive Review and Optimization Plan

RISK MANAGEMENT & SAFETY:

Execute a full retool and implementation of the Campus Event Planning System to provide opportunities for student engagement, community building, increased collaboration between campus partners, institutional awareness, and well-planned events aligned with the University's overall goals and priorities.

- KPI – Campus Event Planning System Usage

1 Exceptional Student Experience

2 Impactful Research and Creative Scholarship

3 Commitment to Excellence and Innovation

4 Catalytic Engagement

5 Distinctively Auburn

AU 3.D Continuously improve institutional processes and systems that support the university enterprise and operate at the highest levels of effectiveness and efficiency.

> AU 3.D.2 Ensure efficient and effective business operations.



OBJECTIVE

Foster a Culture of Continuous Improvement:

We will assess our performance, identify opportunities, and implement enhancements to maximize our impact.

1 Exceptional Student Experience

2 Impactful Research and Creative Scholarship

3 Commitment to Excellence and Innovation

4 Catalytic Engagement

5 Distinctively Auburn

AU 3.D Continuously improve institutional processes and systems that support the university enterprise and operate at the highest levels of effectiveness and efficiency.

> AU 3.D.2 Ensure efficient and effective business operations.

OUTCOMES

STRATEGIC BUSINESS OPERATIONS:

Adopt a systems and technology – related improvement strategy in an effort to simplify and streamline Business and Administration units' services.

- KPI – Technology-related Process Improvement Progress

ADMINISTRATIVE EFFECTIVENESS:

Cultivate a culture of continuous improvement for Business and Administration and administrative units on campus, as a result of leading ongoing enhancements of processes, assessment practices, accountability and staff engagement.

- KPI – Enhanced Culture of Continuous Improvement



AU 3.D Continuously improve institutional processes and systems that support the university enterprise and operate at the highest levels of effectiveness and efficiency.

> AU 3.D.3 Cultivate a dynamic culture that embraces knowledgesharing.



OBJECTIVE

Embrace Data-informed Decision-making:

We will leverage data insights to optimize processes, allocate resources efficiently and track progress toward our goals.

AU 3.D Continuously improve institutional processes and systems that support the university enterprise and operate at the highest levels of effectiveness and efficiency.
> AU 3.D.3 Cultivate a dynamic culture that embraces knowledgesharing.

OUTCOMES

BUDGETS & BUSINESS OPERATIONS AND ADMINISTRATIVE EFFECTIVENESS:

Develop and implement a comprehensive Service Level Agreement (SLA) initiative for centrally funded units, resulting in enhancements in service delivery, accountability, and continuous improvement at Auburn University.

- KPI - SLA Establishment; SLA Continued Implementation

BUDGETS & BUSINESS OPERATIONS:

Ensure financial viability of the institution by working across functional units to promote connected planning efforts.

- KPI - Financial Viability and Creditworthiness



AU 3.E Build, maintain, and upgrade the physical and technological infrastructure at all levels to support Auburn's tripartite mission of instruction, research and extension.

> AU 3.E.1 Enhance the quality and lifespan of university facilities.



OBJECTIVE

Strengthen Campus Infrastructure:

We will strengthen the university's infrastructure by advancing strategic planning, enhancing system functionality, and investing in renovation and replacement to support institutional growth, reduce risk and extend the life of key physical assets.

AU 3.E Build, maintain, and upgrade the physical and technological infrastructure at all levels to support Auburn’s tripartite mission of instruction, research and extension.

> AU 3.E.1 Enhance the quality and lifespan of university facilities.

OUTCOMES

FACILITIES MANAGEMENT:

Enhance the quality and lifespan of university facilities through a renovation and replacement program informed by both the Campus Master Plan (CMP) and the Facilities Condition Assessment Program (FCA), emphasizing systematic inspection and preventative maintenance providing state-of-the-art facilities.

- KPI - Facility Maintenance and Quality Metrics

PARKING TRANSIT & FACILITIES MANAGEMENT:

Plan for the long-term maintenance and enhanced integration of transportation, parking, accessibility, and traffic flow on campus, as a result of developing a collaborative comprehensive ground transportation mobility chapter in the university Master Plan.

- KPI - Transportation Plans and Assessments

RISK MANAGEMENT AND SAFETY:

Implement an off-campus facility assessment program that will proactively identify safety, health, and environmental issues so they can be eliminated or mitigated before an accident occurs with the goal of maintaining safe working and academic environments for all Auburn University students, employees and guests.

- KPI - Off-Campus Facility Inspection Compliance

AIRPORT:

Position the AU Regional Airport to support the institution's growth, enhance its aviation program, and contribute to the economic vitality of the community and state, as a result of following the FAA approved Airport Layout Plan (ALP).

- KPI - Airport Layout Plan

PARKING SERVICES AND OFFICE OF SUSTAINABILITY:

Study viable electronic vehicle (EV) charging solutions that will provide a robust system that creates a positive user experience while also ensuring long-term operational control and flexibility to meet campus needs.

- KPI - EV Vendor RFP Language

AU 3.E Build, maintain, and upgrade the physical and technological infrastructure at all levels to support Auburn's tripartite mission of instruction, research and extension.

> AU 3.E.3 Strengthen the university's IT infrastructure.



OBJECTIVE

Enhance IT Systems:

We will strengthen our IT environment by integrating tools that connect data across systems, enhancing financial decision-making and security.

OUTCOMES

FINANCIAL SERVICES:

Integrate Endowment Management Systems (EMS) with donor database (OAK).

- KPI - Usage of Integrated Endowment and Donor Information

Implement a focus on Payment Card Industry Compliance.

FINANCIAL SERVICES (SBAS):

Consider phone system-improvements, such as streamlining capacities and prioritizing budget considerations.

- KPI - Tracking Phone System Improvements

A photograph of three young women in a workshop or classroom setting. They are gathered around a table, looking at a large sheet of paper. One woman in the center is writing on the paper with a pen. The woman on the left is looking at the paper with her hand to her chin. The woman on the right is also looking at the paper. There are various items on the table, including a laptop, a water bottle, and some papers. In the background, there is a printer and a sign on the wall that reads "SOMEONE THAT MAKES NEW THINGS AND THINKS ABOUT THEM".

GOAL

4 Catalytic
Engagement

AU 4.A Be a premier resource for providing impactful solutions to social, health, technological, economic, and environmental challenges through our deep bench of subject matter expertise and our far-reaching network of extension assets.

>AU 4.A.2 Leverage the growth of Auburn’s instructional and research sites.

OBJECTIVE

Maximize Campus Growth Potential:

We will leverage Auburn’s expanding presence across sites to drive growth through strategic facility development and resource investment.

OUTCOMES

FACILITIES MANAGEMENT:

Deliver projects through alternative delivery methods to bring off-main campus research facilities online faster and more economically.

- KPI - Off-Main Campus Delivery Methods and Metrics

REAL ESTATE & PROPERTY DEVELOPMENT:

Proactively identify, secure, and develop university-aligned real estate assets across multiple sites to support expansion and fuel Auburn’s regional economic influence.

- KPI - Acquisition of Real Estate Assets



AU 4.B Build synergistic partnerships where Auburn’s strengths contribute to and are complemented by strategically selected industries, organizations, research centers and institutes, universities, and governmental and non-governmental entities.
> AU 4.B.4 Ensure Auburn’s preparedness and responsiveness to emerging and current stakeholder needs.

OBJECTIVE

Strengthen Financial Literacy and Compliance:

We will engage campus stakeholders through targeted financial training initiatives that promote compliance, transparency, and a strengthened understanding of fiscal policies and processes.

KATHARINE COOPER CATER HALL

OUTCOMES

FINANCIAL SERVICES:

Develop and deliver robust Financial Services training programs, such as coordinated Procurement and Payment Services education, Payment Card Industry Data Security Standard training related to Cash Management, and Endowment Investment orientation and review sessions that build understanding of endowment management and spending policies.

- KPI - Effective and Compliant Financial Services Training



AU 4.E Broaden and deepen Auburn’s engagement with and impact on the local community.
> AU 4.E.2 Create more opportunities for engagement in the university’s activities, events and people.

OBJECTIVE

Broaden Campus and Community Connections:

We will expand and promote rich experiences for the campus and surrounding region, situating administrative units to facilitate community engagement.

OUTCOMES

Gogue Performing Arts Center:

Position the GPAC as the recognized leader for performing arts education and community engagement in the Auburn/Opelika area, as a result of developing programs that inspire creativity, cultivate artistic experiences, and enrich the cultural fabric of the community; initiatives and programs to develop and implement over the next three years will include Arts Education Partnerships, Community Engagement Programs, Accessibility and Engagement.

- KPI - Community and Arts Education Engagement





GOAL

5 Distinctively
Auburn

AU 5.A Honor, preserve, and celebrate the values and rich traditions that distinguish Auburn University and are foundational to an enduring Auburn Experience.
> AU 5.A.2 Celebrate the values and traditions that distinguish Auburn University.



OBJECTIVE

Communicate Strategically to Highlight Our Value:

We will transparently communicate how our services, spaces, and innovations support the University's mission through purposeful storytelling and the sharing of successes, highlighting the essential role Business and Administration plays in enhancing the university experience.

OUTCOMES

ADMINISTRATIVE EFFECTIVENESS:

Enhance and develop processes and mechanisms to effectively communicate the work of all units to the campus community, showcasing Business and Administration while growing stakeholder confidence and demonstrating institutional alignment.

- KPI - Administrative Effectiveness Communications Output
- KPI - BA Unit Participation and Compliance Rate for Reporting

AU 5.C Strengthen and grow the Auburn Family by sharing institutional pride and affinity in our academic, campus life, and athletic pursuits while cultivating lifelong networks and connections.
> AU 5.C.1 Strengthen the worldwide Auburn Family.

OBJECTIVE

Drive Revenue to Provide Meaningful Support:

We will leverage revenue growth to provide meaningful support for students, helping remove barriers to success and fostering a stronger, more connected Auburn Family.

OUTCOMES

BUDGETS & BUSINESS OPERATIONS (Bookstore):

Establish scholarships so that students with financial need may obtain the course materials required to be successful.

- KPI - Tracking Course Material Scholarship Opportunities





Questions?

