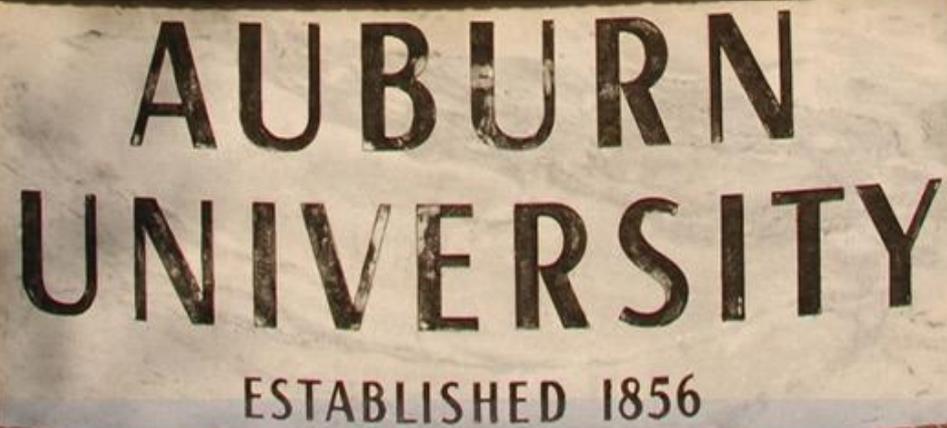


2011-2012 STRATEGIC PLAN PRIORITIES

A large, curved brick sign for Auburn University. The sign is made of red brick with a white stone or concrete face. The text is in a bold, black, serif font. The background of the image shows a red brick building with a clock tower and green trees under a blue sky.

**AUBURN
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A photograph of a brick sign for Auburn University. The sign is mounted on a brick wall and features the text "AUBURN UNIVERSITY" in large, bold, serif capital letters. Below this, in smaller capital letters, it says "ESTABLISHED 1856". The background of the sign is a light color, possibly white or light grey, and the brick wall is a reddish-brown color. The image is slightly faded and has a soft focus.

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2008-2013 Strategic Plan

- Auburn University Strategic Plan outlines six major strategic priorities the University plans to accomplish by 2013.
- Within these priorities, 59 strategic objectives were identified.
- Using the success metrics identified in the original plan, we have completed 60% of the original objectives, including:
 - ✓ Elevated our academic profile
 - ✓ Revised our General Education Program
 - ✓ Expanded our Learning Communities
 - ✓ Enhanced academic space utilization
 - ✓ Enhanced the research enterprise
 - ✓ Created new professorships
 - ✓ Improved the Promotion and Tenure Process

STRATEGIC PRIORITY 1: ELEVATE UNDERGRADUATE EDUCATION AND ENRICH THE UNDERGRADUATE EXPERIENCE

- Assess Honors College recruitment and admissions, including identifying an appropriate size for the incoming class.
- Continue to implement and assess writing plans, support faculty and students in writing and writing instruction, and enhance the culture of writing at Auburn University.
- Continue to internationalize Auburn University programming efforts, and seek funding to award small faculty grants to build study abroad programs.
- Continue to use the CLA data to improve curriculum.
- Increase graduation rates through better advising, use of summer schedule, and class loads taken.
- Continue to support Distance Education by creating additional online courses and targeted programs and ensure that distance students receive appropriate support services.

STRATEGIC PRIORITY 2: BUILD THE FOUNDATION FOR A STRONGER AND LARGER RESEARCH ENTERPRISE

- Increase externally funded scholarly efforts across all units.
- Pursue the continued development and support of internal and external interdisciplinary research and scholarly initiatives.
- Develop a campus infrastructure and creative activities to support increased undergraduate research initiatives.
- Continue to support the creation of joint faculty appointments.
- Increase the number of graduate students—goal is 5,000.

STRATEGIC PRIORITY 3: EXPAND THE IMPACT OF THE UNIVERSITY'S EXTENSION AND OUTREACH ACTIVITIES, BETTER SERVE OUR COMMUNITIES AND THE STATE

- Ensure Outreach programming is financially sustainable.
- Identify institution-level expected outcomes of Auburn University's public service activities and analyze the extent to which those outcomes are being achieved.
- Continue to develop and implement initiatives to impact two or more school districts.

STRATEGIC PRIORITY 4: REDOUBLE EFFORTS TO SUPPORT, DEVELOP, AND STRENGTHEN OUR PEOPLE

- Develop and implement a comprehensive AUM Diversity Plan.
- Implement faculty/staff initiatives in the Strategic Diversity Plan and report on progress.

STRATEGIC PRIORITY 5: COMMITMENT TO CONTINUOUS IMPROVEMENT IN STRENGTHENING OUR MANAGEMENT APPROACHES AND INCREASING OUR EFFICIENCY

- Implement the recommendations of the Efficiency Task Force and assist the institution in making improvements in its operations and effectiveness.
- Establish a draft policy for Board of Trustees review that sets priorities for campus master plan implementation.
- Complete drafts of Auburn's SACS Compliance Certification and Quality Enhancement Plan in support of reaffirmation of accreditation.
- Increase opportunities for sustainability-related engagement and collaboration, including establishing a Sustainable Office Certification Program and implementing the campus Climate Action Plan.

STRATEGIC PRIORITY 6: CONTINUE TO DRAMATICALLY EXPAND THE ENDOWMENT, ANNUAL FUND, AND GIFTS TO THE UNIVERSITY, TO SUPPORT ACADEMIC EXCELLENCE AND INCREASE SCHOLARSHIPS

- Begin to implement plans for the next Comprehensive Campaign, with an anticipated start date of summer 2012.
- Continue to support student scholarships as a featured objective of the Comprehensive Campaign.
- Develop plans for one new major income stream for Auburn University.

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2011-2012 Strategic Goals

- For 2011-2012, we have established 23 annual strategic goals. Areas we will focus on this year include:
 - **Graduation Rates**
 - Six-year graduation rate increased 2.3% in the past three years.
 - Ongoing efforts to enhance student retention include the implementation of a new degree audit system (Degree Works); continued monitoring of mid-term grades; and enhancing academic advising.
 - **Graduate Student Enrollment**
 - Fall 2011, the Graduate School enrollment grew 3.4% and exceeded 4,000 students for the first time.

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2011-2012 Strategic Goals

- **Build Distance Education**
 - Currently developing targeted High Demand and Core Curriculum Courses.
 - Will add almost 500 seats to assist with capacity issues.
- **Build the Research Enterprise**
 - Continue to develop internal and external interdisciplinary research opportunities, and working with the Task Forces on Health Sciences Initiatives and Energy.
 - Faculty Intramural Grants Program.
- **Build Our Outreach Efforts**
 - Continue to develop and implement initiatives to impact Loachapoka and Notasulga schools.

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2011-2012 Strategic Goals

- **Honors College Assessment and Size**
 - Determining an appropriate enrollment for the Honors College.

- **Grow Undergraduate Research Programs**
 - Encouraging student participation in the Undergraduate Research Fellowship Program and the Research and Creative Scholarship Forum.
 - 25 undergraduate research fellowships funded for the 2011-2012 year.
 - Hosting Research Week in the Spring.

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2011-2012 Strategic Goals

- **Implement the Efficiency Task Force Recommendations**
 - 82 recommended efficiencies.
 - 27 Member implementation team; representing a broad cross-section of the university.

- **SACS Compliance Certification/Quality Enhancement Plan**
 - Prepare for the reaffirmation of our SACS accreditation in 2013.
 - Develop the Quality Enhancement Plan concept identified last year—enhancing student learning with e-portfolios—into a full working plan that meets SACS requirements and improves the learning environment.