

The background features a large, white, stylized letter 'A' that frames a photograph of the Auburn University campus. The photo shows a large, multi-story brick building with a prominent clock tower, surrounded by greenery and a clear sky. The text 'AUBURN UNIVERSITY STRATEGIC PLANNING' is overlaid on the right side of the 'A' in a bold, dark blue font.

# AUBURN UNIVERSITY STRATEGIC PLANNING

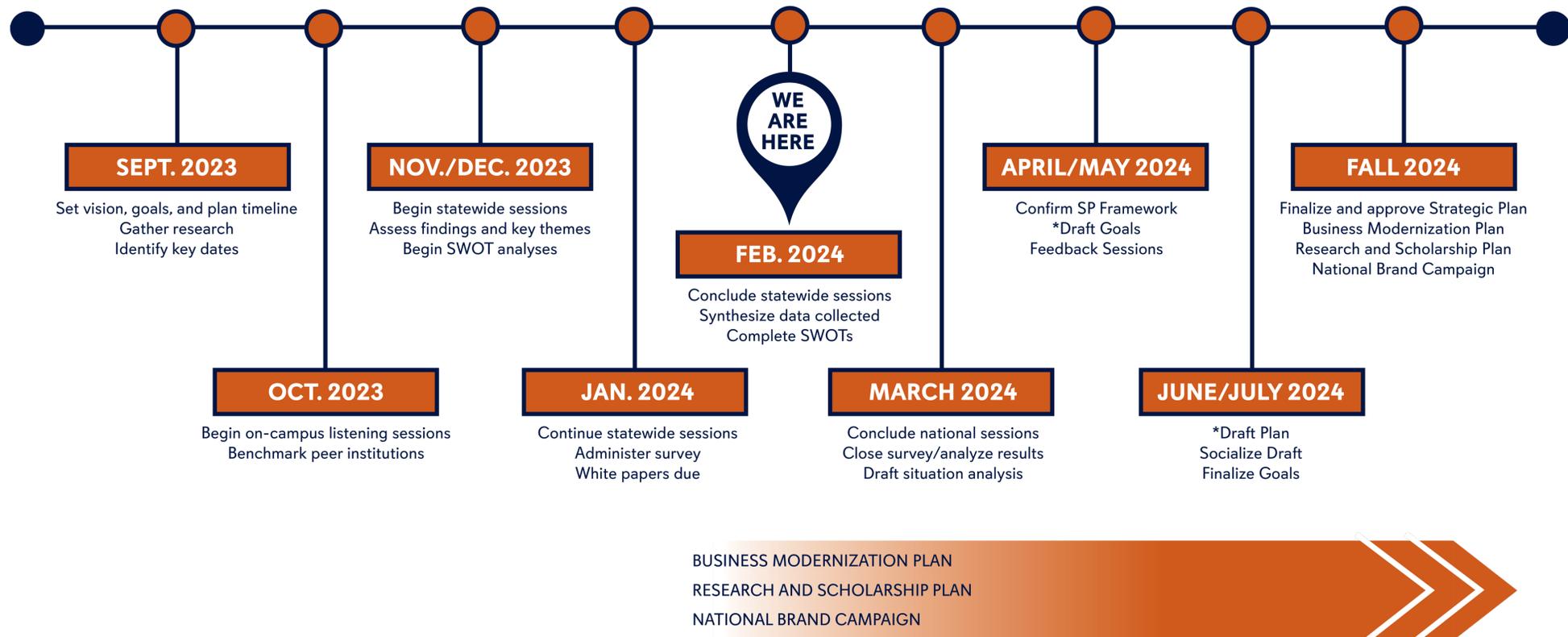
FEBRUARY 2024 UPDATE  
AUBURN UNIVERSITY SENATE



# STRATEGIC PLANNING UPDATE

## TIMELINE

- Nearing completion of six months of data collection /developing SWOTs and Situation Analysis
- Begin developing goals / framing the plan mid-spring
- Late spring/summer - socialize goals and plan draft





# STAKEHOLDER ENGAGEMENT PARTICIPATION TO DATE

## STRATEGIC PLANNING LISTENING SESSIONS

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- **30+ On-Campus Sessions**
  - 445 faculty, students, and staff
  - Continuing sessions with key groups and leaders
- **18 Statewide Sessions**
  - 280 stakeholders across AL
- **4 National Sessions**
  - Nashville, TN (2/21)
  - Houston, TX (2/29)
  - Atlanta, GA (3/4)
  - Washington, DC (3/12)

## WHITE PAPER SUBMISSIONS

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- Invitation to members of the Auburn Family to submit an 800-word White Paper
- Present strategic initiatives or ideas for consideration
- **35 White Paper Submissions**
  - Represent various units and areas of campus
  - Cover research, education, infrastructure, personnel, and organizational efficiency

## STRATEGIC PLANNING SURVEY

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- Stakeholder survey to identify institutional priorities and perspectives
- Feedback will help inform future priorities and goals
- Survey open 1/22 through 3/1
- **1,151 responses** as of 2/14



# BROAD LISTENING SESSION THEMES (SWOT)

## ON-CAMPUS / STATEWIDE

### CORE INSTITUTIONAL STRENGTHS

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- Auburn Creed
- Auburn Family / Auburn Culture
- Brilliant, Passionate, and Loyal Students
- Emphasis on Research and Innovation
- Extension and Outreach Programs
- Institutional Investment in Students
- Land, Sea, and Space-Grant Designation
- Quality Faculty
- Strong Town and Gown Relationship
- University Leadership / Priorities

### OPPORTUNITIES TO IMPROVE

---

- Branding, Marketing, and Communication
- Compensation and Employee Development
- Cost of Attendance
- Emphasis on "Soft Skills" / Careers / Core
- Increase Scholarships / Award Timing
- Institutional Diversity
- Institutional Silos or "Mini-Universities"
- Investing in Emerging Research Areas / AI
- Transparency in Admissions
- Uneven Faculty and Student Experiences



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# BROAD LISTENING SESSION THEMES (SWOT)

## ON-CAMPUS / STATEWIDE

### AUBURN UNIVERSITY IN 10 YEARS (ASPIRATIONS)

---

- Collaborative Campus Environment
- Consistent and Clear Auburn Brand
- Employee Leadership & Development
- Focused and Proactive Approach to Facilities
- Leading Artificial Intelligence / Data Revolution
- Learning Environment of the Future
- Representative and Engaged Auburn Family
- Responsive and Innovative Research
- Smart Enrollment Management
- Stronger Teaching and Research Culture
- Students Prepared for Future Careers

### THREATS TO AUBURN UNIVERSITY'S SUCCESS

---

- Broader Higher Education Challenges
- Community Constraints
- Continued Silos/Uneven Resource Distribution
- Faculty Work Imbalance
- HR Processes / Frictional Losses
- Institutional Complacency, Inertia, and Risk Aversion
- Limited Institutional Resources
- Physical Campus Infrastructure
- Uneven Student Experience



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# STRATEGIC PLANNING WORKGROUPS COMMITTEE MEMBERS

## STUDENT EXPERIENCE AND ACADEMIC SUCCESS

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- Focus on assessing and improving the student experience, including curricular and co-curricular emphases and the campus environment.
  - JD Jones
  - Joffery Gaymon
  - Liz Huntley
  - **Kerry Inger (Lead)**
  - Soolim Jeong
  - Tin-Man Lau
  - Djenane Paul
  - Todd Steury
  - Bobby Woodard
  - Rob Wellbaum

## FACULTY EXCELLENCE

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- Focus on assessing and advancing faculty success, including recruitment, retention, and work-life.
  - **Stephen Erath (Lead)**
  - Jason Hicks
  - Julie Huff
  - Kerry Inger
  - Hari Narayanan
  - Todd Steury
  - Chippewa Thomas

## RESEARCH, SCHOLARSHIP, AND CREATIVE WORK

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- Focus on assessing and improving the university's infrastructure, supporting research, scholarship, and creative work.
  - Stephen Erath
  - **Jason Hicks (Lead)**
  - Kerry Inger
  - Robert Judd
  - Hari Narayanan
  - Paul Patterson
  - Chippewa Thomas



# STRATEGIC PLANNING WORKGROUPS

## COMMITTEE MEMBERS

### STAFF AND A&P EXCELLENCE

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- Focus on assessing and advancing staff and A&P success, including recruitment, retention, and work-life.
  - **Julie Huff (Lead)**
  - Clint Lovelace
  - Joffery Gaymon
  - Vini Nathan
  - Ashley Reid

### FACILITIES & INFORMATION TECHNOLOGY

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- Focus on advancing facilities operations and identifying long-term facilities goals and objectives.
  - Julie Huff
  - **Dan King (Lead)**
  - Paul Patterson
  - Rob Wellbaum

### EXTENSION & OUTREACH

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- Focus on advancing Auburn's extension and outreach missions and areas to increase the university's impact on communities.
  - Paul Patterson
  - Mike Phillips
  - **Chippewa Thomas (Lead)**



# STRATEGIC PLANNING WORKGROUPS COMMITTEE MEMBERS

## ORGANIZATIONAL EXCELLENCE

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- Focus on institutional operations, including business practices, efficiencies, and operational plans.
  - Jennifer Adams
  - Joffery Gaymon
  - **Kelli Shomaker (Lead)**

## "BIG IDEAS"

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- Focus on identifying big ideas or suggestions that have the capacity to become programs of distinction that are innovative, distinctive, or nationally competitive.
  - Joffery Gaymon
  - Kerry Inger
  - Robert Judd
  - Tin-Man Lau
  - **Hari Narayanan (Lead)**

## STRATEGIC ENROLLMENT

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- Focus on strengthening the foundation to maximize student access and success through integrated enrollment strategies.
  - **Joffery Gaymon (Lead)**
  - Enrollment Management Council Members (ad hoc)



**FOR ADDITIONAL INFORMATION SEE:**  
**[HTTPS://AUB.IE/STRATEGIC-PLAN](https://aub.ie/strategic-plan)**

**QUESTIONS?**