

STRATEGIC PLANNING FOR
THE AUBURN UNIVERSITY
SYSTEM

UNIVERSITY SENATE
June 10, 2008



AUBURN

UNIVERSITY

A draft strategic plan for the
Auburn University System has been
prepared; this presentation provides
an overview

The draft plan consists of six chapters:

- I. Introduction
- II. The strategic planning process
- III. Six strategic priorities for the Auburn University system and initiatives to support each priority

- IV. Action steps to address the six priorities and accompanying initiatives
- V. Implementation plan with objectives, responsible parties, timelines, and budget associated with the action steps
- VI. Progress reports and annual revision

STRATEGIC PLANNING PROCESS

- Preparatory work under way since Fall 2006
- Dr. Gogue calls for input Fall 2007
- Draft presented to Board February 2008
- Call for input on priorities identified in draft
- Further revision resulting in present draft

SIX PRIORITIES AND ACCOMPANYING INITIATIVES

- I. Elevating Undergraduate Education and Enriching the Undergraduate Experience
 - Increase selectivity in the admissions process
 - Strengthen all aspects of learning and teaching

SIX PRIORITIES AND ACCOMPANYING INITIATIVES

Elevating Undergraduate Education and Enriching the Undergraduate Experience continued:

- Raise Auburn's position in academic rankings
- Implement new projects
- Strengthen the academic organization, structure, and management processes

SIX PRIORITIES AND ACCOMPANYING INITIATIVES

II. Building the Foundation for a Stronger and Larger Funded-Research Enterprise

- Build on existing strengths and natural competitive advantages
- Expand graduate programs in disciplines associated with extramural funding for research

SIX PRIORITIES AND ACCOMPANYING INITIATIVES

Building the Foundation for a Stronger and Larger Funded-Research Enterprise continued:

- Strengthen research administration and management

SIX PRIORITIES AND ACCOMPANYING INITIATIVES

III. Expanding the Impact of Extension and Outreach

- Redesign and redefine extension and outreach programs, leveraging new technologies for greater impact

SIX PRIORITIES AND ACCOMPANYING INITIATIVES

Expanding the Impact of Extension and Outreach continued:

- Increase Auburn's involvement in developing communities and improving their schools (K-16)
- Continue to expand Auburn's service to state government

SIX PRIORITIES AND ACCOMPANYING INITIATIVES

IV. Developing Our People

- Strengthen faculty and staff recruitment and support
- Enhance faculty and staff professional development

SIX PRIORITIES AND ACCOMPANYING INITIATIVES

Developing Our People continued:

- Reinforce faculty and staff recognition and rewards

SIX PRIORITIES AND ACCOMPANYING INITIATIVES

V. Committing to Continuous Improvement

- Strengthen Auburn's management approaches and processes
- Increase the efficiency of the University's operations

SIX PRIORITIES AND ACCOMPANYING INITIATIVES

VI. Building Financial Resources to Support Academic Excellence and Increase Scholarships

- Implement a new capital campaign
- Establish a new Auburn tradition of annual giving

EXAMPLE OF ACTION STEPS ASSOCIATED WITH A SPECIFIC PRIORITY AND INITIATIVE

Strategic Priority: Elevating Undergraduate Education and Enriching the Undergraduate Experience

Initiative: increase selectivity

Action Steps:

- Implement requirement of ACT writing exam
- Increase ACT mean score to 26.5
- Form task force to recommend a new model for the honors college

PROGRESS REPORTING AND ANNUAL REVISION

- How to make this a living document
- A Strategy Review Council, charged by Provost, including representatives of faculty, students, administrators at both campuses, will review progress annually, seek input, and recommend changes

Title

- First Point
- Second Point:
 - A
 - B
 - C
 - D
 - E

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