

Auburn University Strategic Goals 2010-2011

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

- Begin implementing the new Honors Curriculum and the General Education Core Curriculum in fall 2010, and start assessing their success.*
- Implement writing in the disciplines and open the Writing Center to all Undergraduate Students beginning fall 2010.*
- Continue to internationalize Auburn University programming efforts, including the global service initiative.*
- 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 at both undergraduate and graduate levels.
- Continue to support the creation of joint faculty appointments.

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

- Streamline and modernize how Auburn University collects information about faculty activity for annual review, promotion and tenure, and other uses so that faculty research production can be effectively analyzed and showcased.*
- Increase external funding for research and increase the number of competitive research grant proposals submitted and funded.*
- Increase the number of graduate students -- goal is 5,000.
- Support the development of interdisciplinary research initiatives, including Health Sciences.

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

- Identify institution-level expected outcomes of Auburn University's public service activities (Outreach and Extension), analyze the extent to which those outcomes are being achieved, and make improvements based upon this analysis.*
- Develop and implement initiatives to impact two or more school districts.
- Ensure outreach programming is financially sustainable.

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

- Develop and implement a comprehensive AUM Diversity Plan.*
- Improve Auburn University's promotion and tenure process.
- Implement faculty/staff initiatives in the Strategic Diversity Plan and report on progress.

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

- Increase opportunities for campus-wide collaboration and external funding as it relates to the Office of Sustainability.*
- Increase classroom efficiency and the number of classrooms that are IT enhanced.*
- Conduct a formal readiness audit in preparation for the submission of Auburn University's SACS Compliance Certification, identify the focus for the Quality Enhancement Plan.*
- Continue to identify and implement areas of collaboration between Auburn and AUM.
- Establish a draft policy for Board of Trustees review that sets priorities for campus master plan implementation.

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

- Support the Student Scholarship Campaign to increase funding for student scholarships with a goal of \$15-20 million in endowments pledged by December 2011.*
- Develop an integrated marketing and communications plan.*
- Develop plans for one new major income stream for Auburn University.