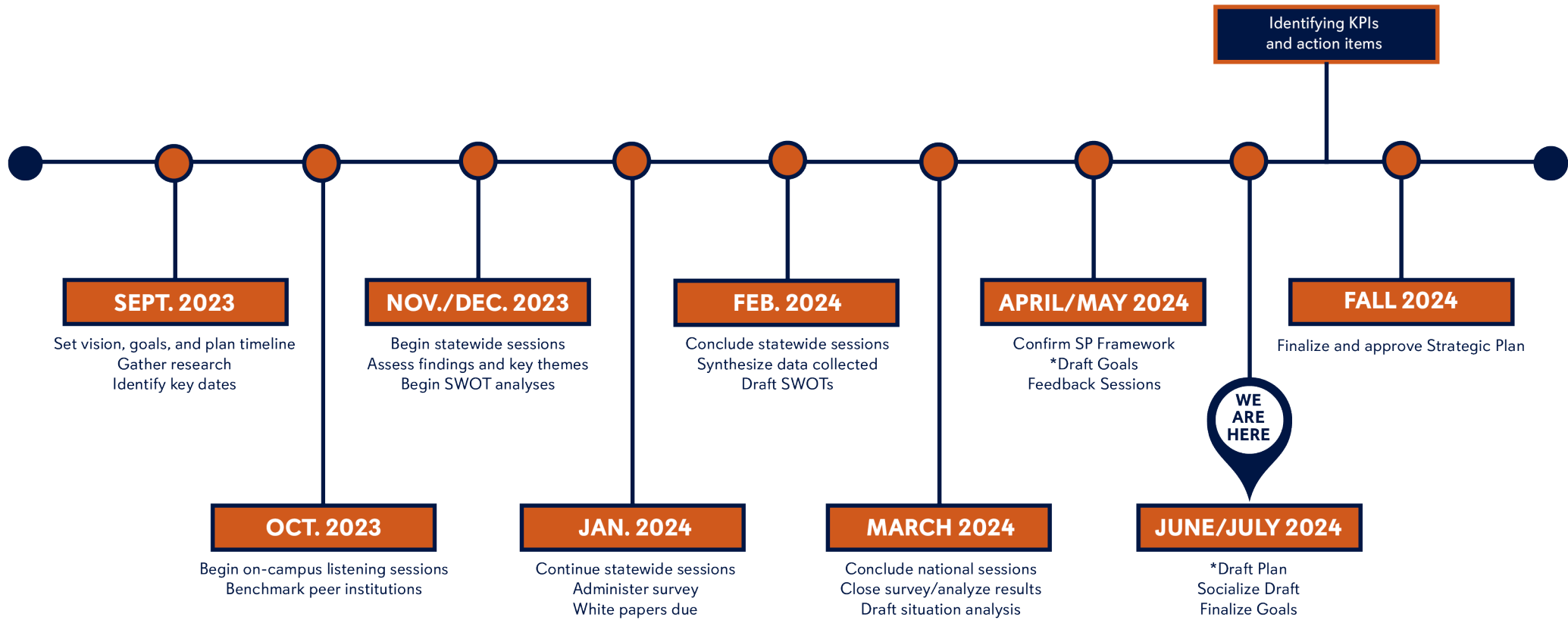


# AUBURN UNIVERSITY STRATEGIC PLANNING

JUNE 2024 UPDATE | AUBURN UNIVERSITY SENATE



# STRATEGIC PLANNING TIMELINE



BUSINESS MODERNIZATION PLAN  
RESEARCH AND SCHOLARSHIP PLAN  
NATIONAL BRAND CAMPAIGN



# STRATEGIC PLANNING DRAFT PLAN

## POSITIONING STATEMENT

Auburn University has established a bold vision and an associated set of priorities that make Auburn distinctive in order to achieve an elevated level of excellence that will position us as one of the top public institutions of higher education.

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## VISION

As a land, sea, and space-grant institution, Auburn University will be a dedicated and engaged community of faculty, staff, students, alumni, and partners who exemplify excellence and epitomize the Auburn Experience through exceptional student-centered education, transformational research and creative scholarship, and extension activities that improve the quality of life and foster economic growth.



## STRATEGIC PLANNING GOALS

- GOAL #1** | EXCEPTIONAL STUDENT EXPERIENCE
- GOAL #2** | IMPACTFUL RESEARCH AND CREATIVE SCHOLARSHIP
- GOAL #3** | COMMITMENT TO EXCELLENCE AND INNOVATION
- GOAL #4** | CATALYTIC ENGAGEMENT
- GOAL #5** | DISTINCTIVELY AUBURN



## STRATEGIC PLANNING

# GOAL #1: EXCEPTIONAL STUDENT EXPERIENCE

### WE WILL:

- a. Deliver rigorous, robust, and relevant **academic programs** as the foundation of the *Auburn Experience*, which will position all graduates for lifelong professional success, while preparing them to lead purposeful lives and make significant contributions to society.
- b. Attract, mentor, reward, and retain **world-class educators** who contribute to the *Auburn Experience* by inspiring students through an appropriate combination of substantive and practical knowledge, employing the most effective pedagogies, and utilizing technologies that enhance student learning.
- c. Provide an extensive array of high-quality **student success services and programs** (e.g., advising, counseling, career development, etc.) that are signature contributors to the *Auburn Experience*.
- d. Emphasize that every student creates their distinct *Auburn Experience* through participation in **high-impact practices** such as internships, cooperative education, research, student and professional organizations, programs of study abroad and beyond, leadership, and service-learning.
- 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*.
- f. Provide **access to the *Auburn Experience* to exceptional graduate and undergraduate students** from the state, the nation, and the world by strategically recruiting, enrolling, retaining, and graduating students who demonstrate high levels of academic achievement and other indicators of ability.



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## GOAL #2: IMPACTFUL RESEARCH AND CREATIVE SCHOLARSHIP

### WE WILL:

- a. **Double our overall research and creative scholarship enterprise and increase its impact while building leadership in focused areas of distinction.**
- b. Leverage Auburn's unique strengths through **team science and collaboration** with local, regional, and national agencies and the private sector to address the most pressing challenges **impacting quality of life, economic prosperity, and security.**
- c. **Attract, mentor, reward, and retain exceptional faculty scholars and research professionals** of national and international renown who are considered subject matter experts by industry, organizations, government, academia, and the public.
- d. **Amplify the translation of research** by commercializing novel products and services for economic growth across the state, region, and nation.
- e. **Communicate our achievements** in research and creative scholarship to internal and external stakeholders, **enhancing Auburn's stature as a pre-eminent institution**



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## STRATEGIC PLANNING

# GOAL #3: COMMITMENT TO EXCELLENCE AND INNOVATION

### WE WILL:

- a. **Cultivate a culture of excellence and innovation** that embodies the university's core values and bold aspirations.
- b. Foster an environment where all faculty, staff, and students are **welcomed, valued, respected, and engaged**.
- c. Enhance programs to effectively **attract, mentor, reward, and retain high-performing employees**, and create opportunities for continuing education, leadership development, and **career advancement**.
- d. Continuously improve institutional processes and systems that support the university enterprise and operate at the highest levels of **effectiveness and efficiency**.
- e. **Build, maintain, and upgrade the physical and technological infrastructure** at all levels to support Auburn's tripartite mission of instruction, research, extension, and student life.



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## STRATEGIC PLANNING

### GOAL #4: CATALYTIC ENGAGEMENT

#### WE WILL:

- a. Be **Alabama's 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**.
- 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.
- c. **Drive innovation and economic advancement** in the region through the application of new knowledge and technologies, the support of new enterprises, the promotion of workforce advancement, and by **catalyzing overall economic growth**
- d. Employ extension and outreach resources to **increase delivery of contemporary programs** that advance education and lifelong learning for the citizens of Alabama and beyond.



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## STRATEGIC PLANNING

### GOAL #5: DISTINCTIVELY AUBURN

#### WE WILL:

- a. **Honor, preserve and celebrate the stated values and rich traditions** that distinguish Auburn University and that are foundational to an enduring Auburn Experience.
- b. **Build national and international visibility** through comprehensive branding, marketing, and communications that articulate the university's identity, reputation, and influence.
- c. **Strengthen and grow the Auburn family academic and athletic pursuits** affinity in our **academic and athletic pursuits**, while cultivating lifelong networks and connections.
- d. Invest in our priorities by completing a **transformational philanthropic campaign that energizes our stake holders**.
- e. Leverage our remarkable collective strengths and the institutional values embodied in the *Auburn Creed* to **stand and be recognized as a truly impactful and transformative university**.



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- c. **Strengthen and grow the Auburn family** by sharing institutional pride and affinity in our **academic and athletic pursuits**, while cultivating lifelong networks and connections.
- d. Invest in our priorities by completing a **transformational philanthropic campaign that energizes our stake holders**.
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QUESTIONS?

