**AU** STRATEGIC PLAN 2035
GROUNDED &
GROUNDBREAKING

YEAR ONE UPDATE

NOVEMBER 20, 2025

# GOALS

**ONE:**     EXCEPTIONAL STUDENT EXPERIENCE
**TWO:**     IMPACTFUL RESEARCH AND CREATIVE SCHOLARSHIP
**THREE:**   COMMITMENT TO EXCELLENCE AND INNOVATION
**FOUR:**    CATALYTIC ENGAGEMENT
**FIVE:**     DISTINCTIVELY AUBURN

> **GOAL 1:** Exceptional Student Experience

U.S. NEWS AND WORLD REPORT 2025
## BEST COLLEGES RANKINGS FOR AUBURN UNIVERSITY

| | PUBLIC | NATIONAL |
|---|---|---|
| First-Year Experiences | #7 | #39 |
| Supply Chain Management | #15 | #17 |
| Accounting | #18 | #40 |
| Undergraduate Teaching Programs | #21 | #58 |
| Most Innovative Schools | #24 | #48 |
| Nursing | #25 | #40 |
| Undergraduate Business Programs | #31 | #51 |
| Undergraduate Engineering Programs | #33 | #57 |
| Undergraduate Computer Science Programs | #46 | #78 |
| Best Colleges for Veterans | #48 | #67 |

BEST COLLEGES
U.S. News & WORLD REPORT
NATIONAL UNIVERSITIES
PUBLIC
2026

RANKED **#1** IN ALABAMA AMONG ALL COLLEGES
*FORBES, NICHE 2026*

RANKED AMONG **TOP 10** BEST COLLEGE CAMPUSES
NICHE
2026 BEST COLLEGES IN AMERICA RANKINGS

**TOP 50** PUBLIC UNIVERSITY
*U.S. NEWS AND WORLD REPORT, 2026*

**#102** AMONG NATIONAL UNIVERSITIES
*U.S. NEWS AND WORLD REPORT, 2026*

AUBURN UNIVERSITY RANKED **#194** BEST VALUE
*FORBES 2026*

| QS World Rankings - SREB | 2026 Rankings |
|---|---|
| University of Texas at Austin | 68 |
| Rice University | 119 |
| Georgia Institute of Technology | 123 |
| University of North Carolina | 140 |
| Texas A&M University | 144 |
| Arizona State University | 173 |
| University of Maryland | 207 |
| University of Florida | 212 |
| North Carolina State University | 272 |
| University of Virginia | 275 |
| Virginia Polytechnic Institute | 358 |
| University of Georgia | 525 |
| Florida State University | 549 |
| The University of Tennessee | 607 |
| University of Oklahoma | 664 |
| University of Kentucky | 781-790 |
| Auburn University | 851-900 |
| Louisiana State University | 851-900 |
| Oklahoma State University | 851-900 |
| University of Alabama | 901-950 |
| Clemson University | 901-950 |
| Mississippi State University | 1001-1200 |
| University of Arkansas | 1001-1200 |
| University of Mississippi | 1001-1200 |

# GOAL 1: Exceptional Student Experience



**100+ STUDENT WORKERS**

## RFID LAB PARTNERS
**Delta Air Lines | Nike | Under Armour | Walmart**

Auburn's Radio Frequency Identification (RFID) Lab is the only lab in the U.S. equipped with two of the world's seven anechoic chambers and certified to validate RFID tags.

**#29 NATIONALLY**
PLACING IT IN THE
**TOP 20%**
OF PHARMACY
SCHOOLS IN THE U.S.
*USNWR*

**HIGHEST RANKED PHARMACY PROGRAM in ALABAMA**
**#6 in the Southeast,** reflecting excellence in education, research, and clinical practice.

**93.4% MATCH RATE**
FOR STUDENTS
who ranked PGY-1
**RESIDENCY PROGRAMS**
**90% MATCH RATE**
FOR PGY-2 PROGRAMS
2024–25 AY

## AU**BURN** TOP TIER PROGRAMS

Supply Chain & RFID

Commercial Music and Music Business Minor

Fisheries and Aquaculture Program

Pharmacy

**190 PROGRAMS ACCREDITED BY 31 ACCREDITING AGENCIES**

## AUBURN'S COMMERCIAL MUSIC AND MUSIC BUSINESS MINOR



DEPARTMENT OF MUSIC NAMED TO
**BILLBOARD MAGAZINE'S 2025 TOP MUSIC BUSINESS SCHOOLS**
SECOND CONSECUTIVE YEAR

- Highlighting Auburn's innovative music business minor, commercial music program, and the new Don and Alexandra Clayton "Lucky Man" Studio, which brings professional grade recording and production facilities to campus.

## FISHERIES AND AQUACULTURE PROGRAM



**RANKED #1** BY THE **NATIONAL ORGANIZATION NON-UNIVERSITY PROGRAMS**

- Known for its innovative practices, state-of-the-art facilities, and nationally recognized faculty, the program continues to set the standard in sustainable aquaculture and fisheries science.
- This top ranking reflects Auburn's enduring commitment to advancing the field and supporting industry and environmental needs across the country.

# > GOAL 1: Exceptional Student Experience



**82%**

**SIX-YEAR GRADUATION AND RETENTION RATE**
FALL 2025

**94%**

**FIRST-YEAR RETENTION RATE**
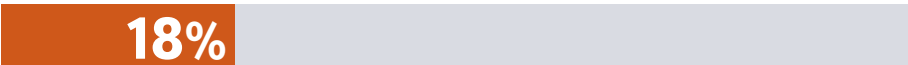FALL 2025

## HIGH IMPACT PRACTICES 2024–25 AY GRADUATES:

**91%**
Students enrolled in at least one Community Engaged course

**69%**
Completed an Internship

**19%**
Participated in Undergraduate Research

**18%**
Engaged in Auburn Abroad

## FIRST DESTINATION SUCCESS
(UNDERGRADUATES)

**$61,571**
AVERAGE SALARY
**Full-Time Employment**

**$19,838**
AVERAGE DEBT
**Per Graduate**

## NATIONAL PRESTIGIOUS SCHOLARS
7 NPS during the 2024–25 AY
(undergraduate and graduate)

**1** Fulbright Awardee

**2** NSF Graduate Research Fellowship Program Recipients

**3** Honorable Mentions

**1** Astronaut Scholarship Recipient

Welcoming Benjamin Fagan
as the new Assistant Director of NPS in the Honors College

**8%** of 2025 freshman were invited to participate in the Honors program.

## CORE CURRICULUM REVIEW
ESTABLISHED A STEERING WORKING GROUP AND ADVISORY WORKING GROUP TO SUPPORT AN INCLUSIVE PROCESS IN FALL 2025.



**Working Groups** will lead a comprehensive campus-wide review of Auburn's existing core curriculum, including data analyses, benchmarking and listening sessions that engage faculty, students, staff and other units directly connected to our core curriculum requirements.

**Engaged a consultant from Vanderbilt University.**

## $2.1M

**2025 NSF Research Training Group Grant**
AUBURN UNIVERSITY AND TUSKEGEE UNIVERSITY
to strengthen mathematical foundations in AI and data science, with Auburn receiving $1.5M and Tuskegee $600K.

Connecting to broader campus efforts such as AI@AU, which promotes AI research and education, and the newly established Center for Artificial Intelligence and Cybersecurity Engineering.

· The five-year program will train students and researchers in applying advanced mathematics to areas like generative AI, medical imaging, wireless communications, and cybersecurity, positioning both institutions as leaders in AI.

# GOAL 1: Exceptional Student Experience
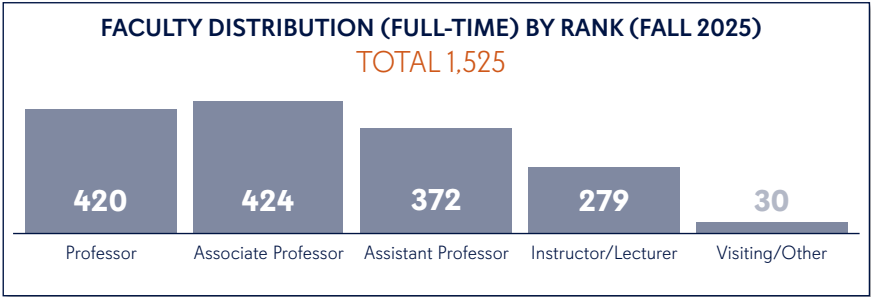
## NATIONAL FELLOWS & ACADEMY MEMBERS



**JEFFERY FAIRBROTHER**
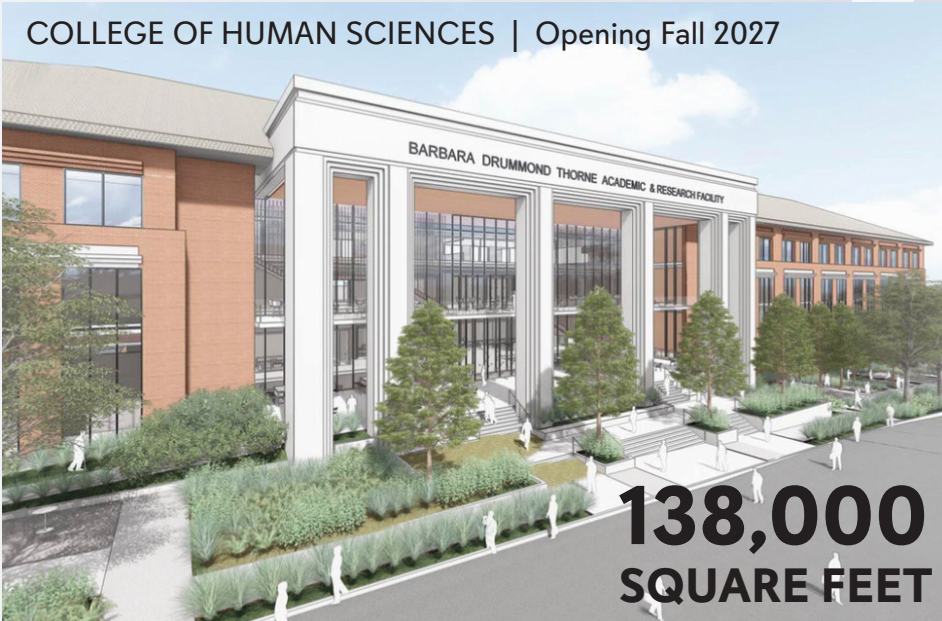National Academy
of Kinesiology Fellows
*Spring 2025*

**RICHARD BURT**
National Academy
of Construction
*Summer 2025*

**KRYSTYNA KUPERBERG**
Polish Academy of
Arts and Sciences
*December 2024*

### FACULTY DISTRIBUTION (FULL-TIME) BY RANK (FALL 2025)
#### TOTAL 1,525

| Professor | Associate Professor | Assistant Professor | Instructor/Lecturer | Visiting/Other |
|-----------|--------------------|--------------------|--------------------|----------------|
| 420 | 424 | 372 | 279 | 30 |

### ENDOWED EXCELLENCE



**11 NEW**
**FACULTY ENDOWMENTS**
2024-2025

## NEW ACADEMIC FACILITIES



COLLEGE OF EDUCATION | Opened Summer 2025



STEM + AG | Opening Fall 2026

**265,000**
**SQUARE FEET**



COLLEGE OF HUMAN SCIENCES | Opening Fall 2027

**138,000**
**SQUARE FEET**

# > GOAL 1: Exceptional Student Experience

**604**
**ACTIVE**
STUDENT
ORGANIZATIONS
IN 2024–25 AY

**54.1%**
**STUDENTS**
WERE MEMBERS OF
**ONE OR MORE**
Student Involvement-housed
ORGANIZATION
*Not including Greek Life/Club Sports*

**3,127**
STUDENTS
HELD A TOTAL
OF **4,629**
**LEADERSHIP ROLES**
in a
STUDENT
**INVOLVEMENT-HOUSED**
**ORGANIZATION**
*Positions of leadership above
regular member status*



**STUDENT LEADERSHIP**

**633** STUDENTS SERVED in Greek Life leadership roles

**248** STUDENTS PARTICIPATED in the LEAD Auburn Certified Student Leadership Program, with 182 students completing the program (73.3% completion rate)

**232** STUDENTS HELD Student Government Association leadership positions

**104** STUDENTS SERVED as Residence Assistants for University Housing

**74** STUDENTS SERVED as Camp War Eagle Counselors and Head Counselors

**52** STUDENTS SERVED as Peer Instructors for First Year Seminars

## STUDENT RESOURCES AND SUPPORT 2024–25 AY

**2,091 REFERRALS**
AUBURN CARES
↑ 17%

**22,895 UNIQUE**
RECREATION & WELLNESS CENTER **SWIPE-INS**

**2,975,133**
CAMPUS **DINING** TRANSACTIONS

STUDENT HOUSING | Opening Fall 2026

**6,911 STUDENTS** PARTICIPATED IN **INTRAMURAL SPORTS**

**687,931 TOTAL PARTICIPATIONS** RECREATION AND WELLNESS CENTER

**18,216** STUDENT COUNSELING & PSYCHOLOGICAL **SERVICES** APPOINTMENTS *ATTENDED*

**371 NEW BEDS**

**4,892 TOTAL BEDS** AVAILABLE, INCLUDING:

**3,307** ON-CAMPUS BEDS

**1,585** MASTER LEASE BEDS

**WAR EAGLE WILDERNESS**

**25** **FIRST-YEAR STUDENTS PARTICIPATED**

Launched in summer of 2025, War Eagle Wilderness is a new outdoor adventure program at Auburn University that helps incoming students build connections and confidence through guided weekend trips to scenic Southeastern destinations. Designed for beginners, the program blends outdoor activities with team- building experiences to foster community and personal growth before the academic year begins.



**OPERATION IRON RUCK**

**151** **MILES of AWARENESS**

The collaboration between the Veterans Student Organization, Student Affairs, and students from both Auburn and the University of Alabama has raised thousands of dollars in support of veteran suicide prevention and awareness. Each year, participants complete a 151-mile march, known as "Miles of Awareness," carrying donated items for veterans in need and spreading awareness across communities from Auburn to Tuscaloosa. The event has been featured during the Iron Bowl, highlighted on ESPN, and recognized as Auburn's Best Campus Event for the fall semester.

# BEAT BAMA FOOD DRIVE
FALL 2024



## 908,928 TOTAL LBS. OF FOOD COLLECTED:

**12,326** pounds from 24 campus partners

**18,394** pounds from 58 community partners across the Auburn/Opelika area

**32,843** pounds from local neighborhood drives

**12,865** pounds from Auburn City Schools

**4,808** pounds from Opelika City Schools

**1,796** pounds from Lee County and other surrounding K-12 schools

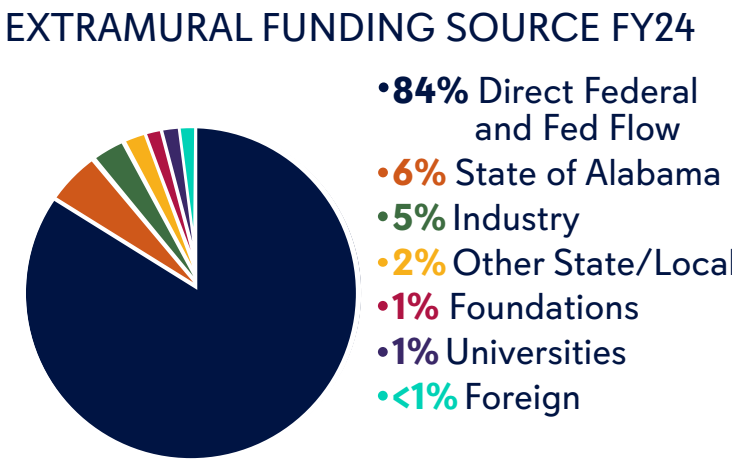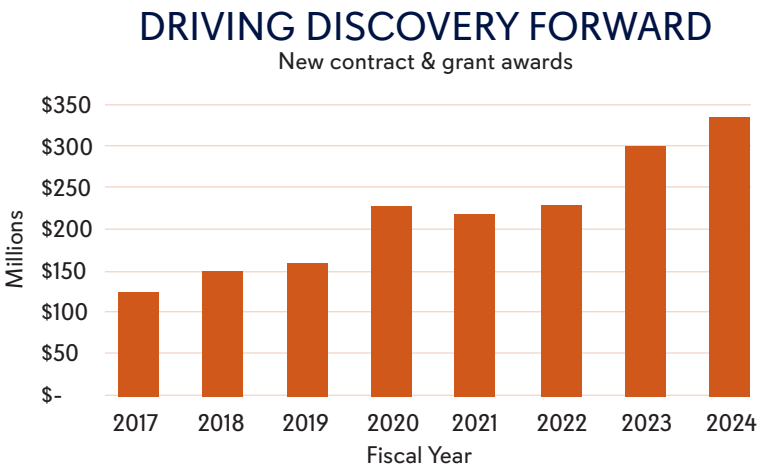**$263,000 RAISED THROUGH EVENTS & DRIVES = 526,886 POUNDS OF FOOD**

**AUBURN PLACED 4th SEC ANNUAL FOOD FIGHT AUBURN CONTRIBUTED 43,632 points**

Our students are incredibly proud of these accomplishments, but more importantly, they're proud to continue making a meaningful impact on the Auburn campus and in the surrounding community.

# GOAL 2: Impactful Research and Creative Scholarship

## TOTAL RESEARCH AND DEVELOPMENT EXPENDITURES

**90 NATIONALLY** IN NSF HERD SURVEY (2023)
$349.3M in total R&D expenditures for 2023 FY

### DRIVING DISCOVERY FORWARD
New contract & grant awards



Millions — Fiscal Year: 2017, 2018, 2019, 2020, 2021, 2022, 2023, 2024

### EXTRAMURAL FUNDING SOURCE FY24



- **84%** Direct Federal and Fed Flow
- **6%** State of Alabama
- **5%** Industry
- **2%** Other State/Local
- **1%** Foundations
- **1%** Universities
- **<1%** Foreign

## FEDERALLY FUNDED RESEARCH AND DEVELOPMENT

RANKED IN THE TOP
### 10%
NATIONALLY
**IN ALL R&D**
EXPENDITURES

### 47
AUBURN
AFFILIATED RESEARCH
**CENTERS AND**
INSTITUTES
2024–25 FY

### $288
MILLION
IN FEDERAL
EXTRAMURAL
FUNDING

| PEER INSTITUTION | HERD RANK (2023) | TOTAL R&D EXPENDITURES |
|---|---|---|
| Texas A&M University | #22 | $1.28 Billion |
| Vanderbilt University | #24 | $1.25 Billion |
| University of Florida | #25 | $1.25 Billion |
| Arizona State University | #37 | $903.8 Million |
| Purdue University | #40 | $844.6 Million |
| University of Virginia | #48 | $714.4 Million |
| Virginia Tech | #57 | $598 Million |
| University of Georgia | #58 | $570.9 Million |
| University of Kentucky | #63 | $504 Million |
| University of Missouri | #74 | $462 Million |
| Louisiana State University | #83 | $384 Million |
| Auburn University | #90 | $349.3 Million |
| The University of Tennessee | #92 | $338.8 Million |
| Mississippi State University | #100 | $319.6 Million |
| Clemson University | #109 | $286 Million |
| University of South Carolina | #113 | $262 Million |
| Rice University | #116 | $255 Million |
| University of Arkansas | #132 | $221 Million |
| University of Alabama | #142 | $184.8 Million |
| University of Mississippi | #145 | $172 Million |

# > GOAL 2: Impactful Research and Creative Scholarship

## FACULTY RESEARCH AND CREATIVE SCHOLARSHIP: AUBURN IS IN THE

**82%**
NATIONWIDE **for**
**ARTICLE COUNTS**
PER FACULTY
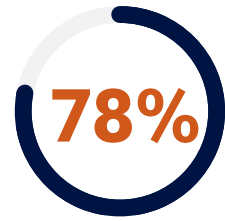
**78%**
NATIONWIDE **for**
**CITATIONS**
PER FACULTY
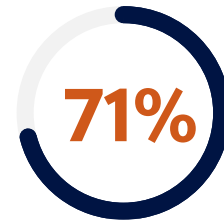
**71%**
NATIONWIDE **for**
**GRANT DOLLARS**
AWARDED PER FACULTY

**8,209**
TOTAL ARTICLES
FOR AUBURN
**FACULTY**
*2020-2024*

**360**
BOOKS AUTHORED
BY AUBURN
**FACULTY**
*2014-2024*

**1,583**
CONFERENCE
PROCEEDINGS
BY AUBURN
**FACULTY**
*2020-2024*

**155,076**
TOTAL CITATIONS
FOR AUBURN
**FACULTY**
*2019-2024*

**734**
AUBURN FACULTY
EARNING
HONORIFIC AWARDS
*2023-2024*

**58**
ARTICLES BY
AUBURN FACULTY
PUBLISHED IN THE
TOP QUARTILE OF
**MOST CITED JOURNALS**
*2023-2024*

## FY27 FEDERAL BUDGET R&D PRIORITIES

Office of Science and Technology and Policy and Office of Management and Budget:

**Critical and Emerging Technologies**
- Artificial Intelligence
- Quantum Information and Science Technology
- Semiconductors and Microelectrons
- Advanced Communications Network
- Future Computing Technologies
- Advanced Manufacturing

**Energy Dominance**
- American Energy Dominance
- Polar Regions Research
- Ocean Exploration and Observation
- Continued Space Dominance

**National Security**
- American Military Capabilities
- Golden Dome
- Preparedness and Resilience

**Health and Biotechnology**
- Americans' Health
- Biosafety and Biosecurity
- Domestic Biomanufacturing Capabilities

**Cross-Cutting Actions**
- Gold Standard Science
- Build Future S&T Workforce
- Research Infrastructure and S&T Ecosystem
- High-Value Research Efforts

## ASPIRE
**LEADERSHIP DEVELOPMENT**
Launched in August 2024; Equips Auburn employees with the tools and training to grow as leaders at every level.
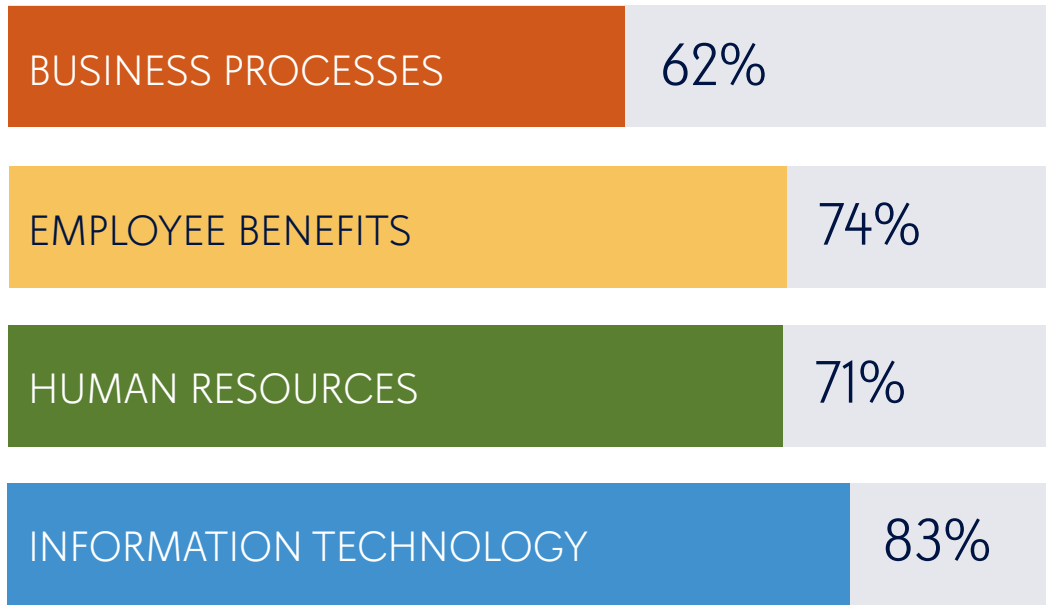
# 1,045
**ASPIRE PARTICIPANTS**
*AS OF 10/31/25*

# 553
**EMPLOYEES COMPLETED LEADING SELF**
*AS OF 10/31/25*

# 329
**EMPLOYEES COMPLETED LEADING PEOPLE with 1306**
*AS OF 10/31/25*

## 2024 EMPLOYEE ENGAGEMENT SURVEY
# SATISFACTION

| Category | % |
|---|---|
| BUSINESS PROCESSES | 62% |
| EMPLOYEE BENEFITS | 74% |
| HUMAN RESOURCES | 71% |
| INFORMATION TECHNOLOGY | 83% |

- In Fall 2024, Auburn University conducted a confidential **EMPLOYEE ENGAGEMENT SURVEY**, administered by McLean & Company, to gather insights from full-time faculty, staff, and A&P employees.

- With over **2,500 PARTICIPANTS**, the survey aimed to assess workplace culture, identify areas for improvement, and guide future initiatives that support employee satisfaction, collaboration, and professional growth.
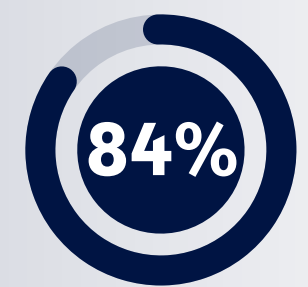
## AI:TIGER TECH

**84%**
**ADOPTION RATE AMONG TIGER TECH LEADERS**

**1,946 COPILOT ASSISTED HOURS** OVER FOUR WEEKS **EQUIVALENT OF 40 FULL TIME EMPLOYEES'** WORTH OF **PRODUCTIVITY GAINED IN ONE MOMENT**

**DRIVING AI INNOVATION ACROSS CAMPUS IN 2024–25 AY**

**858** Faculty & Staff | **37** Divisions | **203** Departments

**59%** of users save 1–2 hours/week, with some saving 5+hours/week. Time saved is reinvested into:

| | |
|---|---|
| Additional Work | 51% |
| Professional Development | 46% |
| Strategic Planning | 41% |
| Collaboration | 40% |

Top Use Cases

| | |
|---|---|
| Writing Emails/Communications | 65% |
| Creating Documents/Content | 56% |
| Collaboration | 40% |
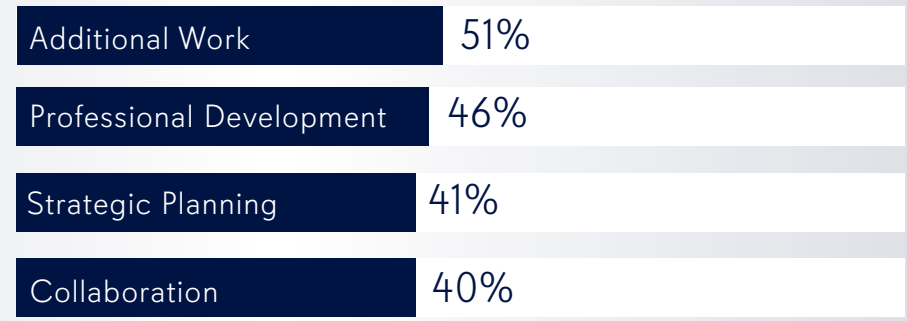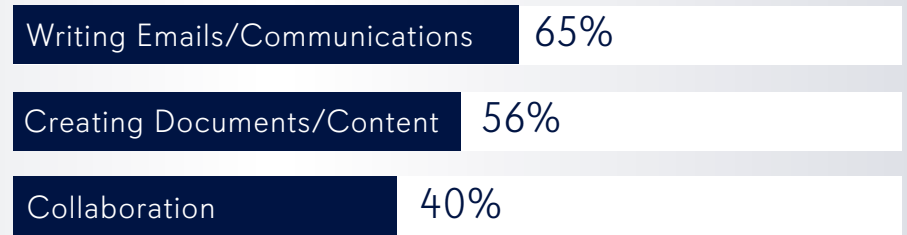
Improved Writing, Digital Literacy, & Tech Skills (78%, 47%, 45%)

COMER HALL | Opening Fall 2026

**45,000 SQUARE FEET**

# GOAL 4: Catalytic Engagement

## ECONOMIC IMPACT STUDY

**2025 STUDY:**

# $8.03B
### AUBURN'S
**OVERALL CONTRIBUTION
TO ALABAMA'S ECONOMY**

# $3.01B
### ECONOMIC IMPACT

# $5.01B
### AUBURN GRADUATES
**WORKFORCE EARNING**

# 33,835
### JOBS CREATED

**extension**
**ALABAMA A&M and AUBURN UNIVERSITIES**

- **AUBURN IS ONE OF THE LARGEST CONTRIBUTORS TO ALABAMA'S ECONOMY** among higher education institutions.

- **AUBURN'S EXTENSIVE STATEWIDE PRESENCE**—including its main campus, Auburn University at Montgomery, the Alabama Agricultural Experiment Station, and the Alabama Cooperative Extension System—positions it as a major economic engine for the state.

## CARNEGIE-DESIGNATEDCOMMUNITY ENGAGED INSTITUTION

- Auburn Carnegie **DESIGNATED THROUGH 2026**

- Auburn's designation as a Carnegie-Designated Community Engaged Institution affirms our deep commitment to collaboration with local, regional, and global communities.

- This designation highlights our **COMMITMENT TO INTEGRATING TEACHING, RESEARCH, AND SERVICE** in ways that address societal challenges, foster civic responsibility, and create meaningful, reciprocal partnership.

**Funding Eliminated (July 2025)**
- SNAP-Ed removed from federal budget
- 43 AU Extension positions impacted

**Despite SNAP-Ed closure, Auburn will:**
- Maintain nutrition and health education efforts
- Expand EFNEP
- Advance community-based wellness programs

**Through FNP and Extension collaboration
22 positions retained Jobs Supported Through:**
- FNP grants
- Non-FNP Extension roles
- Other AU departments

# > GOAL 5: Distinctively Auburn

## ALUMNI ENGAGEMENT



**96 PERCENT** OF GRADUATES WOULD GO TO AUBURN AGAIN

**AUBURN ATHLETICS POWERED BY NIKE**

JULY 1, 2025

**92%** Student-Athlete GRADUATION Success Rate

AUBURN **RANKED 19TH** LEARFIELD CUP

**AUBURN HOSTS FIRST SUPER REGIONALS** 2025



## FUNDRAISING

- The Auburn University Foundation has approved planning for the next comprehensive fundraising campaign.

- Advancement is working to engage, educate, lead, and support campus constituents to develop and articulate specific campaign initiatives and goals to grow philanthropic investment in their programs.

1. Campaign Plan Development (Fall 2025)
2. Campus Constituent Strategic Plans and Goals (Early 2026)

### TOTAL NUMBER OF GIFTS

| | | |
|---|---|---|
| 76,608 | | AS OF 9/30/24 |
| 56,513 | | AS OF 9/30/25 |

0    50,000    100,000

### TOTAL SUM OF GIFTS

| | | |
|---|---|---|
| $224,565,299 | | AS OF 9/30/24 |
| $237,035,371 | | AS OF 9/30/25 |

0    250,000    500,000
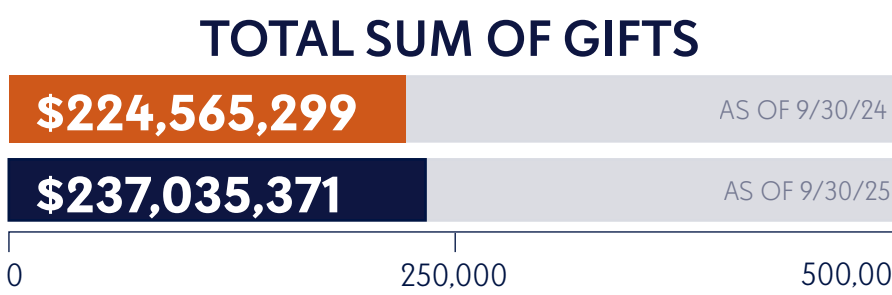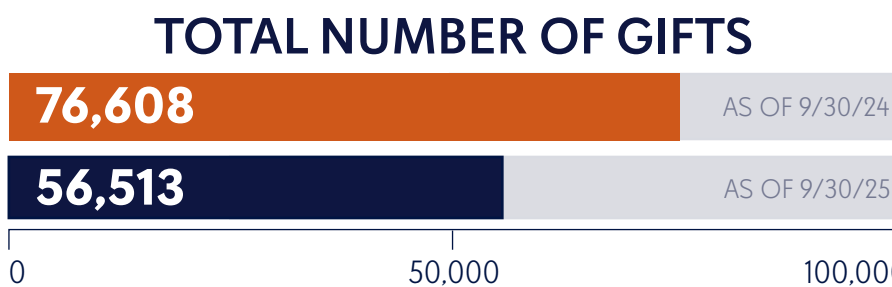
# APPENDICES
## Strategic Plan Year One Update
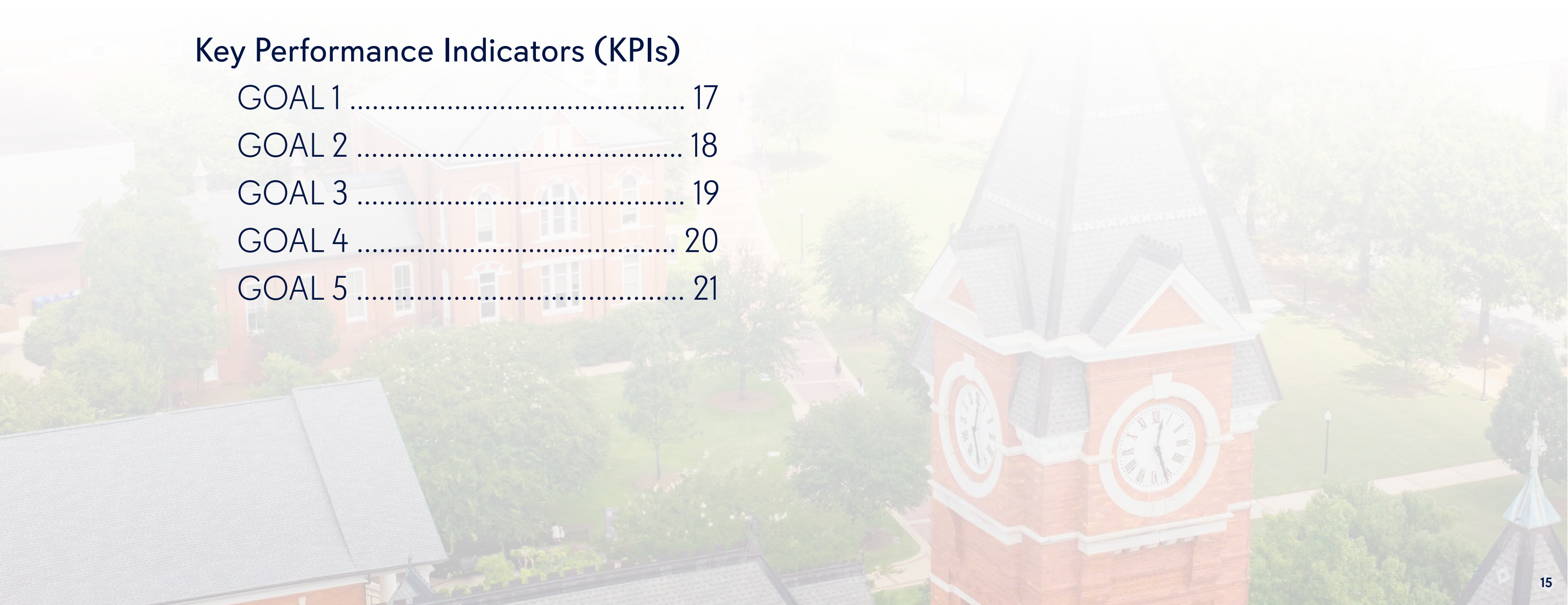
# TIMELINE OVERVIEW
## Strategic Plan Implementation

**SEPTEMBER 2024**

Strategic Plan **Approved** by the Board of Trustees.

**OCTOBER 2024**

- Public unveiling of the Strategic Plan.
- Continuation of the Business Modernization Program.

**OCT./DEC. 2024**

University units began developing **Individual Plans** aligned with institutional goals. **Continued** execution of the **National Brand Campaign** and the **Research and Scholarship Plan.**

**JANUARY 2025**

**Institutional Benchmarking.**

**MARCH-MAY 2025**

- Develop Comprehensive Institutional Report.
- Peer Academic Benchmarking.
- Campaign materials.

**MAY–AUGUST 2025**

**Review** and **Finalization** of unit-level strategic plans.

**AUG.-OCT. 2025**

**Institutional KPI Data** collection and reporting.

**NOVEMBER 2025**

WE ARE HERE

Annual update to the Board of Trustees.

**SPRING 2026**

Development of the CY 2025 Annual Institutional Report for 2026.

BUSINESS MODERNIZATION PLAN

RESEARCH AND SCHOLARSHIP PLAN

NATIONAL BRAND CAMPAIGN

COMPREHENSIVE AND HOLISTIC REVIEW OF UNIVERSITY PROGRESS

| GOAL ONE: Exceptional Student Experience \| KPIs | I | E | N | NM | 2021-22 | 2022-23 | 2023-24 | 2024-25 | 2025-26 | 2026-27 |
|---|---|---|---|---|---|---|---|---|---|---|
| **Institutional Reputation and Rankings** | | | | | | | | | | |
| *US News and World Report* - Best Colleges Ranking | | • | • | | 99 | 97 | 93 | 105 | 102 | |
| *The Times Higher Education* Ranking (International) | | • | • | • | 601-800 | 601-800 | 501-600 | 601-800 | 601-800 | |
| *QS* (Quacquarelli Symonds) Ranking (International) | | • | • | • | 801-1000 | 1001-1200 | 801-850 | 951-1000 | 851-900 | |
| Number of Academic Programs Ranked or Considered Top Tier | | • | • | • | -- | -- | -- | -- | 46 | |
| **Named Faculty Awards (Professorships)** | • | | • | • | -- | -- | 267 | 286 | | |
| **First Destination Success - Undergraduate\*** | • | | | | 85% | 85% | 84% | TBD | | |
| **First Destination Success - Graduate\*** | • | | | • | -- | 91% | 89% | TBD | | |
| **Six-Year Graduation Rate** | | • | • | | 81% | 79% | 82% | 82% | | |
| **First-Year Retention Rate (First-Time Freshmen)** | | • | • | | 92% | 93% | 95% | 94% | | |
| **Number of National Prestigious Scholars Awarded** | • | • | • | • | 13 | 7 | 11 | 7 | | |
| **Undergraduate Degree Recipients Completing a High-Impact Practice** | | | | | | | | | | |
| Community-Engaged Course | • | | | | 86% | 88% | 90% | 91% | | |
| Internship | • | | | | 48% | 52% | 67% | 69% | | |
| Auburn Abroad | • | | | | 7% | 8% | 14% | 18% | | |
| Co-op | • | | | | 6% | 4% | 3% | 3% | | |
| Undergraduate Research | • | | | | 18% | 19% | 17% | 19% | | |
| Leadership\*\* | • | | | • | -- | -- | -- | 4,463 | | |
| **Number of Students Involved in One or More Student Organizations** | • | | | • | 19,043 | 20,164 | 21,249 | 54% | | |
| **Number of Active Student Organizations** | • | | | • | 629 | 639 | 587 | 604 | | |
| **Students Receiving Scholarships or Grant Aid** | | | | | | | | | | |
| Merit-Based | | • | • | | 20% | 20% | 21% | TBD | | |
| Need-Based | • | | | | 16% | 16% | 16% | TBD | | |
| **Student Enrollment in Pathway Programs** | | | | | | | | | | |
| Auburn First | • | | | • | 737 | 1,067 | 1,239 | 1,942 | | |
| Path to the Plains | • | | | • | 37 | 62 | 147 | 207 | | |
| **Average Federal Indebtedness of Graduates** | | • | • | | $20,468 | $19,965 | $19,838 | $19,711 | | |
| **Completion of Core Curriculum Review (Ongoing)** *In Progress* | | | | | | | | | | |
| **Completion of Faculty Handbook Review (Ongoing)** *In Progress* | | | | | | | | | | |

*\* Measures job placement, graduate and professional school admission, etc., six months post-graduation.*

*\*\* Number of students holding leadership roles above regular status.*

I = Internal Metric   E = External Metric   N = National Metric   NM = New Metric

| GOAL TWO: Impactful Research and Creative Scholarship \| KPIs | I | E | N | NM | 2021-22 | 2022-23 | 2023-24 | 2024-25 | 2025-26 | 2026-27 |
|---|---|---|---|---|---|---|---|---|---|---|
| National Science Foundation (NSF) HERD* Survey Ranking | | • | • | | 96 | 90 | TBD | | | |
| Total R&D Annual Expenditures as Measured on NSF HERD | | • | • | | $304.4M | $349.3M | $393.6M | | | |
| Total Extramural Funding (Annual) | • | | | | $240.5M | $300.1M | $343.6M | | | |
| Federally Funded Research | | • | • | | $158.2M | $194.9M | $208.1M | | | |
| State Funded Research | • | • | | | $3.2M | $2.6M | $2.0M | | | |
| Industry Funded Research | • | • | | | $13.3M | $11.6M | $14.4M | | | |
| Scholarship | | | | | | | | | | |
| Articles | • | | | | 8,030 | 8,282 | 8,209 | | | |
| Citations | • | | | | 127,469 | 148,997 | 155,076 | | | |
| Books | • | | | | 370 | 365 | 860 | | | |
| Chapters | • | | | | 484 | 435 | 365 | | | |
| Conference Proceedings | • | | | | 1,422 | 1,539 | 1,585 | | | |
| Creative Works | • | | | • | -- | -- | 379 | | | |
| Intellectual Property | • | | | • | 189 | 172 | TBD | | | |
| COACHE** Faculty Survey (Biannual) | | | | | | | | | | |
| Support for Research | • | • | | | -- | 3.27 | -- | | | |
| Support for Obtaining Grants | • | • | | | -- | 3.12 | -- | | | |
| Support for Maintaining Grants | • | • | | | -- | 3.05 | -- | | | |
| Auburn-Affiliated Research Centers and Institutes | • | | | | 40 | 43 | 46 | 47 | | |
| Average Amount of Research Laboratory Space Per Faculty Member (SF) | • | | | • | 279.4 | 275.4 | 277.1 | 280.4 | | |
| Total R&D Expenditures Per SF (reported biannually to NSF) | • | • | • | • | $732 | $772 | $867 | | | |
| Research Space Quality – Superior/Satisfactory Condition (reported biannually to NSF) | • | • | • | • | 89% | -- | 85% | -- | | |
| Capital Projects Involving Research Laboratories (Completed) | • | • | • | • | $3.8M | $24.9M | $2.8M | $7.8 | | |

 * HERD: Higher Education Research and Development.
** COACHE: Collaborative on Academic Careers in Higher Education, comprised of five-point Likert Scale items.

COMPREHENSIVE AND HOLISTIC REVIEW OF UNIVERSITY PROGRESS

I = Internal Metric    E = External Metric    N = National Metric    NM = New Metric

| GOAL THREE: Commitment to Excellence and Innovation \| KPIs | I | E | N | NM | 2021-22 | 2022-23 | 2023-24 | 2024-25 | 2025-26 | 2026-27 |
|---|---|---|---|---|---|---|---|---|---|---|
| COACHE* Faculty Survey: Would Work at Auburn Again (Biannual) | • | • | | | -- | 67% | -- | -- | | |
| COACHE Faculty Survey: Overall Job Satisfaction** (Biannual) | | | | | | | | | | |
|     Teaching | • | • | | | -- | 3.82 | -- | -- | | |
|     Research | • | • | | | -- | 3.40 | -- | -- | | |
|     Service | • | • | | | -- | 3.28 | -- | -- | | |
| Named Awards for A&P and Staff | • | | | • | -- | -- | -- | -- | | |
| Employees Participating in Aspire Auburn Leadership Development**** | • | | | • | -- | -- | -- | 1,045 | | |
| Employee Engagement Survey – Campus Climate***** | | | | | | | | | | |
|     Faculty | • | | | • | -- | -- | -- | 76% | | |
|     Administrative and Professional | • | | | • | -- | -- | -- | 83% | | |
|     Staff | • | | | • | -- | -- | -- | 83% | | |
| Employee Engagement Survey – Satisfaction (%) | | | | | | | | | | |
|     Business Processes | • | | | • | -- | -- | -- | 62% | | |
|     Employee Benefits | • | | | • | -- | -- | -- | 74% | | |
|     Human Resources | • | | | • | -- | -- | -- | 71% | | |
|     Information Technology | • | | | • | -- | -- | -- | 83% | | |
| Customer Satisfaction Rating for Facility Services and Operations | • | | | • | 4.56 | 4.67*** | 8.86 | 9.01 | | |

  * COACHE: Collaborative on Academic Careers in Higher Education.

  ** COACHE Survey consists of five-point Likert Scale items.

  *** Survey format was updated in June 2023 from a 5-point to a 10-point scale to better align with client experience industry standards. Data have been adjusted to reflect a full year.

  **** Total employment participation by 10/31/2025.

***** Respondent who indicated all levels of agreement.

GOAL 4

COMPREHENSIVE AND HOLISTIC REVIEW OF UNIVERSITY PROGRESS

| GOAL FOUR: Catalytic Engagement \| KPIs | I | E | N | NM | 2021-22 | 2022-23 | 2023-24 | 2024-25 | 2025-26 | 2026-27 |
|---|---|---|---|---|---|---|---|---|---|---|
| Auburn University Economic Impact (Biannual) | | | | | | | | | | |
| Overall Contribution to Alabama's Economy | | • | • | | -- | $6.3B | -- | $8.0B | | |
| Economic Impact | | • | | | -- | $2.5B | -- | $3.0B | | |
| Auburn Graduates in the Workforce | • | • | | | -- | $3.8B | -- | $5.0B | | |
| Jobs Created | • | • | | | -- | 30,296 | -- | 33,835 | | |
| Carnegie-Designated Community Engaged Institution | | • | • | | Yes | Yes | Yes | Yes | | |
| Collaborative Agreements* with Government Agencies | • | | | • | -- | -- | -- | 31 | | |
| Collaborative Agreements* with Nonprofit and International Agencies | • | | | • | -- | -- | -- | 52 | | |
| Collaborative Agreements* with Companies | • | | | • | -- | -- | -- | 11 | | |
| Total Extramural Funding for University-Wide Outreach Activities | • | | | • | $35.3M | $27.8M | $51.3M | TBD | | |
| ACES** Annual Contracts and Grants | | • | • | | $23.3M | $20.3M | $20.2M | TBD | | |

*Collaborative agreements administered through University Outreach.*
**ACES: Alabama Cooperative Extension System.*

I = Internal Metric   E = External Metric   N = National Metric   NM = New Metric

| GOAL FIVE: Distinctively Auburn | KPIs | I | E | N | NM | 2021-22 | 2022-23 | 2023-24 | 2024-25 | 2025-26 | 2026-27 |
|---|---|---|---|---|---|---|---|---|---|---|---|
| Student Satisfaction Survey: Would go to Auburn Again | • | • |  |  | 93.5% | 93% | 96% | TBD |  |  |
| Conference/National Championships Competed or Won* | • | • | • | • | 19 of 21 | 19 of 21 | 19 of 21 | 18 of 21 |  |  |
| Multi-Year Athletic Academic Progress Rate (APR) of 980 or above** | • | • | • | • | 15 of 18 | 15 of 18 | 15 of 18 | 16 of 18 |  |  |
| Student-Athlete Graduation Success Rate (GSR) of 85% or above | • | • | • | • | 93% | 94% | 94% | 92% |  |  |
| Brand Health Index | • | • |  | • | -- | -- | 53.17 | -- |  |  |
| National Earned Media | • | • |  | • | $34.1M | $20.8M | $23.9M | -- |  |  |
| Audience Engagement Across University Platforms | • | • |  | • | 1.3M | 1.6M | 2.7M | -- |  |  |
| Total Donors | • | • |  |  | -- | -- | 29,376 | 32,117 |  |  |
| Auburn Philanthropic Capacity (Households) | • | • |  |  | -- | 34,135 | 25,240 | 24,592 |  |  |
| Planned/Estate Giving (% of Total Annual Giving) | • | • |  |  | 25% | 33% | 29% | 27% |  |  |
| Major Gifts to the University (Donors) | • | • |  |  | 1,030 | 944 | 1,011 | 1,270 |  |  |
| Total Annual Gifts and Commitments | • | • |  |  | $213.4M | $176.2M | $190.6M | $237M |  |  |
| Annual Funds Raised (Gifts under $25,000) | • | • |  |  | $37.5M | $40.4M | $43.6M | $46.7M |  |  |
| Alumni Participation in Comprehensive Campaign | • | • |  |  | -- | 9% | -- | -- |  |  |

*At least 75% of athletics programs making the post season.*

*\*\* APR is a real-time measure of eligibility, retention, and graduation of student-athletes competing on every NCAA Division I athletics team; 18 sports are accounted for in APR.*

COMPREHENSIVE AND HOLISTIC REVIEW OF UNIVERSITY PROGRESS