

AUBURN UNIVERSITY 2019-2024 STRATEGIC PLAN SUMMARY POINTS

Auburn University is committed to providing exceptional instruction, outreach, and research that translates the intellectual capital of our University into unique solutions that impact the world.

In recent years, Auburn has gained considerable momentum — including record student enrollments, impressive retention and graduation rates, competitive program rankings, transformational research and scholarly advancements, and unprecedented levels of donor support — that continues to inspire our work and fuels our continuing drive for innovation.

Building on our university's reputation and accomplishments, we have an extraordinary opportunity to shape our institutional priorities for the coming years and to focus our energies on the most pressing issues that we are best positioned to address.

With a vision to lead and shape the future of higher education, we are guided by a new strategic plan that presents a framework for our mission and vision, and articulates six pivotal goals that are critical to Auburn's future. These goals include:

- ① **ELEVATED AUBURN EXPERIENCE**
Inspire and prepare students for life and careers through delivery of an excellent and supportive experience characterized by distinctive, innovative curricula and engaging student life programs.
- ② **TRANSFORMATIVE RESEARCH**
Elevate research and scholarly impact to address society's critical issues and promote economic development in Alabama and beyond.
- ③ **IMPACTFUL SERVICE**
Expand our land-grant and service capabilities to foster greater innovation and engagement that enhances the quality of life and economic development in Alabama and beyond.
- ④ **EXCEPTIONAL AND ENGAGED FACULTY AND STAFF**
Invest in our outstanding people to advance the university's mission through recruitment, development, support, recognition, rewards, and retention.
- ⑤ **STRATEGIC ENROLLMENT**
Achieve a robust and diverse enrollment of students while enhancing access, affordability, and academic quality.
- ⑥ **OPERATIONAL EXCELLENCE**
Implement operational efficiency and effectiveness measures that continuously support a culture of high performance at all levels of the university.

In the coming months, we will identify tactical goals and key performance indicators that will measure our progress and identify the multidimensional approaches necessary to achieve them.

Much like the creation of the plan, its implementation will involve the collective efforts of constituents across the entire University as we translate our goals and aspirations into actionable steps.

Learn more at auburn.edu/strategicplan



Mission

As a land-grant institution, Auburn University is dedicated to improving the lives of the people of Alabama, the nation, and the world through forward-thinking education, life-enhancing research and scholarship, and selfless service.

Vision

To lead and shape the future of higher education.

Foundational Themes

- Auburn Spirit
- Organizational Culture
- Inclusion and Diversity
- Partnerships
- Technology
- Marketing and Communications
- Accountability and Measurability