

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

- Assess Honors College recruitment and admissions, including identifying an appropriate size for the incoming class.
- Continue to implement and assess writing plans, support faculty and students in writing and writing instruction, and enhance the culture of writing at Auburn University.
- Continue to internationalize Auburn University programming efforts, and seek funding to award small faculty grants to build study abroad programs.
- Continue to 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 and ensure that distance students receive appropriate support services.

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

- Increase externally funded scholarly efforts across all units.
- Pursue the continued development and support of internal and external interdisciplinary research and scholarly initiatives.
- Develop a campus infrastructure and creative activities to support increased undergraduate research initiatives.
- Continue to support the creation of joint faculty appointments.
- Increase the number of graduate students—goal is 5,000.

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

- Ensure Outreach programming is financially sustainable.
- Identify institution-level expected outcomes of Auburn University's public service activities and analyze the extent to which those outcomes are being achieved.
- Continue to develop and implement initiatives to impact two or more school districts.

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

- Develop and implement a comprehensive AUM Diversity Plan.
- Implement faculty/staff initiatives in the Strategic Diversity Plan and report on progress.

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

- Implement the recommendations of the Efficiency Task Force and assist the institution in making improvements in its operations and effectiveness.
- Establish a draft policy for Board of Trustees review that sets priorities for campus master plan implementation.
- Complete drafts of Auburn's SACS Compliance Certification and Quality Enhancement Plan in support of reaffirmation of accreditation.
- Increase opportunities for sustainability-related engagement and collaboration, including establishing a Sustainable Office Certification Program and implementing the campus Climate Action Plan.

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

- Begin to implement plans for the next Comprehensive Campaign, with an anticipated start date of summer 2012.
- Continue to support student scholarships as a featured objective of the Comprehensive Campaign.
- Develop plans for one new major income stream for Auburn University.