STRATEGIC PLANNING TIMELINE

SEPT. 2023
Set vision, goals, and plan timeline
Gather research
Identify key dates

OCT. 2023
Begin on-campus listening sessions
Benchmark peer institutions

NOV./DEC. 2023
Begin statewide sessions
Assess findings and key themes
Begin SWOT analyses

JAN. 2024
Continue statewide sessions
Administer survey
White papers due

FEB. 2024
Conclude statewide sessions
Synthesize data collected
Draft SWOTs

MARCH 2024
Conclude national sessions
Close survey/analyze results
Draft situation analysis

APRIL/MAY 2024
Confirm SP Framework
*Draft Goals
Feedback Sessions

JUNE/JULY 2024
*Draft Plan
Socialize Draft
Finalize Goals

FALL 2024
Finalize and approve Strategic Plan

Identifying KPIs and action items

WE ARE HERE

BUSINESS MODERNIZATION PLAN
RESEARCH AND SCHOLARSHIP PLAN
NATIONAL BRAND CAMPAIGN
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.

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.
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
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, 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.
STRATEGIC PLANNING

GOAL #1: EXCEPTIONAL STUDENT EXPERIENCE

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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.
STRATEGIC PLANNING

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 or 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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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.
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 stakeholders**

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**
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** 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 stakeholders**.

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**.
QUESTIONS?