AUBURN MONTGOMERY

STRATEGIC PLAN
2007 –2012

Goal 1. Enhance academic programs.

⇒ **Expected Outcome 1**: Enrollment Management Plan will be in place January 2012. ***Status:*** *Plan developed, SunGuard consulted, and AU consultant hired.*

⇒ **Expected Outcome 2**: Increase student performance on CAAP. ***Status:*** *Baseline critical thinking, writing, and mathematics data collected.*

⇒ **Expected Outcome 3**: Increase undergraduate student enrollment by 5%. ***Status:*** *Increase from 4353 in Fa07 to 4821 in Fa10.*

⇒ **Expected Outcome 4**: Increase graduate student enrollment to 800. ***Status:*** *Increase from 771 in Fa07 to 990 in Fa10.*

⇒ **Expected Outcome 5**: Increase credit hour production by 5% per year. ***Status:*** *Increase from 121,484 in Fa07 to 136,824 in Fa10.*

⇒ **Expected Outcome 6**: Maintain SACS and school-specific accreditations. ***Status:*** *AACSB through 2013; NCATE though Fa13; CCNE through 2012; NAACLS through Sp13; CAAHEP through Jan 2015; CACREP received in 2010.*

⇒ **Expected Outcome 7**: Comprehensive distance education plan in place by Fall 2010. ***Status:*** *Tuition increase approved by the Board of Trustees to support the plan beginning summer 2011.*

Goal 2. Increase student success and retention.

⇒ **Expected Outcome 1**: Enrollment management plan will be in place in January 2012. ***Status****: See Goal 1, Outcome 1.*

⇒ **Expected Outcome 2**: Increase credit hour production by 2% per year. ***Status****: See Goal 1, Outcome 5.*

⇒ **Expected Outcome 3**: Increase student participation in academic support services. ***Status****: Five sub-outcomes are delineated. Progress per sub-outcome available upon request.*

⇒ **Expected Outcome 4**: Annual increase in student retention. ***Status****: Increase from 54% in 2007 to 57% in 2009.*

⇒ **Expected Outcome 5**: Freshmen NSSE scores related to student activities will improve. ***Status****: Four sub-outcomes are delineated. Progress per sub-outcome available upon request.*

⇒ **Expected Outcome 6**: Graduation rates will increase. ***Status****: Increase from 24% in 2009 to 27% in 2010.*

Goal 3. Enhance AUM's engagement with AU.

⇒ **Expected Outcome 1**: Increase collaboration between AU and AUM. ***Status****: Detailed listing available upon request.*

⇒ **Expected Outcome 2**: Develop/maintain activities/programs with AU. ***Status****: Detailed listing available upon request.*

⇒ **Expected Outcome 3**: Co-host activities on campus to connect with individual AU units and departments. ***Status****: Detailed listing available upon request.*

Goal 4. Increase AUM's partnership with business, government, and the community external to AUM.

⇒ **Expected Outcome 1**: Introduce new activities/programs targeting the community each year. ***Status****: Detailed listing available upon request.*

⇒ **Expected Outcome 2**: Train more than 1000 government employees per year. ***Status****: Average participation in programs from 2008 to 2011 is 5120. Outcome revised to reflect average participation of 5500 per year for remainder of plan.*

Goal 5. Attract, recruit, and retain a diverse faculty and staff of highly qualified individuals.

⇒ **Expected Outcome 1**: Increase number of employees in underrepresented groups by 2% each year. ***Status****: 2007-08 baseline of 46. Data measures will be available in 2011-12.*

⇒ **Expected Outcome 2**: Decrease voluntary separations of faculty and staff ***Status****: No change from 24 in 2006-07 to 24 in 2009-10.*

⇒ **Expected Outcome 3**: Maintain or increase employee satisfaction. ***Status****: Initial average quality rating of 3.86 in 2007 to average rating of 3.9 from 2007 to 2011.*

Goal 6. Identify and obtain the financial resources needed to support the University's mission.

⇒ **Expected Outcome 1**: Increase fundraising by $2 million. ***Status****: Increase from $26.5 mil in 2006-07 to $32.5 mil in 2009-10.*

⇒ **Expected Outcome 2**: Generate $450,000 per year in grants and contracts. ***Status****: Generated $588,855 in FY09-10.*

⇒ **Expected Outcome 3**: Exceed projected tuition budget by 5% per year. ***Status****: 12.24% in FY 2010.*

Goal 7. Maintain a physical facilities infrastructure, including building and information technology.

⇒ **Expected Outcome 1**: Implement the Master Plan by June 2010. ***Status****: Listing of implemented and planned recommendations available upon request.*

⇒ **Expected Outcome 2**: Satisfaction scores of campus maintenance will be maintained at or above 5.00. ***Status****: Data not yet available.*

⇒ **Expected Outcome 3**: Implement the Safety and Security Plan by Dec. 2007. ***Status****: Plan in place and revisions being made.*