

UNIVERSITY OF SOUTH ALABAMA LONG-RANGE PLANNING GOALS AND OBJECTIVES (2008-2013)

Mission Statement

The mission of the University of South Alabama is to offer high-quality programs of teaching, research, public service, and health care that create, communicate, preserve, and apply knowledge in service to the people of Alabama as citizens in a global community.

Vision Statement

Our vision is to become a preeminent comprehensive university that is recognized for its intellectual, cultural, and economic impact on the health and well-being of those we serve as leaders and citizens in a global community.

Goals and Objectives

Goal 1: To build upon the academic quality and learning environment of the University.

- Objective 1.1: To facilitate student achievement of learning outcomes.
- Objective 1.2: To recruit and graduate high-caliber students from diverse backgrounds.
- Objective 1.3: To recruit, recognize, and develop high-quality faculty and staff.

Goal 2: To enhance the quality of student life.

- Objective 2.1: To provide responsive services for traditional and non-traditional students.
- Objective 2.2: To promote a safe campus environment.
- Objective 2.3: To provide quality physical facilities.
- Objective 2.4: To promote faculty engagement in student activities.
- Objective 2.5: To encourage student engagement in campus activities.

Goal 3: To embrace diversity.

- Objective 3.1: To promote tolerance and create a welcoming environment.
- Objective 3.2: To implement and evaluate the University's strategic diversity plan.
- Objective 3.3: To increase opportunities for study abroad and international faculty and student exchange.
- Objective 3.4: To infuse a global perspective across the curriculum.

Goal 4: To enhance the public image of the University.

- Objective 4.1: To increase the understanding and appreciation of USA contributions through all available methods.
- Objective 4.2: To increase USA participation and visibility in community service and environmental projects.
- Objective 4.3: To increase community engagement with USA by maximizing art, cultural, entertainment, and athletic opportunities.
- Objective 4.4: To bolster relationships with civic, government, and business leaders.
- Objective 4.5: To expand relations in the international community.

Goal 5: To strengthen financial support of the University.

- Objective 5.1: To continue to expand and strengthen the University development program.
- Objective 5.2: To maximize efforts to secure increased public funding.
- Objective 5.3: To increase institutional support from the USA Foundation.
- Objective 5.4: To increase extramural funding.
- Objective 5.5: To increase student enrollment commensurate with reasonable institutional capacity.

Goal 6: To ensure appropriate University planning and assessment.

- Objective 6.1: To continue and improve documentation of planning and assessment.
- Objective 6.2: To expand use of electronic tools for planning and assessment.

Goal 7: To sustain the growth of high-quality health care services.

- Objective 7.1: To integrate, coordinate, and further develop the health care delivery system and related clinical service programs across the University to further enhance the health of the region.
- Objective 7.2: To enhance the delivery of health care services through a comprehensive, systematic management approach that ensures effective, efficient, high-quality, fully accredited inpatient and outpatient clinical services are offered to all patients throughout the region.
- Objective 7.3: To further stabilize the financial position of clinical programs by developing adaptive strategies in the face of declining reimbursements, and to balance the commitment to attending to the health care needs of underserved and health disparities populations with the need to maintain financial stability for the health care delivery system.
- Objective 7.4: To ensure that clinical services maintain their academic focus by sustaining the primacy of the educational and research focus of the health care delivery system, equivalent in importance to excellence in the delivery of health care services.
- Objective 7.5: To establish practice plans for faculty from across the University involved in clinical activity.
- Objective 7.6: To establish collaborative relationships with clinical entities outside the University.

Goal 8: To promote research and scholarly activities.

- Objective 8.1: To increase annually the scholarly capacity, capability, recognition, and impact of University investigators.
- Objective 8.2: To enhance technology transfer and diffusion of new knowledge across the University.

- Objective 8.3: To enhance resources to grow the University's research enterprise.
- Objective 8.4: To accelerate campus-wide development of translational, clinical, basic, and applied research through collaborations with industries, agencies, foundations, faculty, education, and health care providers.