POSITIONING STATEMENT: The Samuel Ginn College of Engineering has established a bold vision and an associated set of goals to enhance the strengths that make Auburn Engineering unique in order to achieve an elevated level of excellence that will place us inside the top 20 public engineering programs nationally.

MISSION:
The Samuel Ginn College of Engineering embraces its land-grant values in order to transform lives and enhance society through impactful engineering education and research. The Samuel Ginn College of Engineering will…

- Prepare our students, through high quality internationally recognized instructional programs, to practice engineering professionally and ethically in a competitive global environment.
- Expand scientific and engineering knowledge through innovative research and creative partnerships involving academia, industry and government.
- Provide programs to assist individuals and organizations to find solutions to engineering problems through education, consulting, and practical research.

STRATEGIC VISION:
The Samuel Ginn College of Engineering will be an innovative and engaged community of faculty, staff, and students who exemplify excellence through an exceptional student-centered engineering experience and transformational research that improves quality of life and fosters economic growth.

THE SAMUEL GINN COLLEGE OF ENGINEERING WILL BE...

- The best student-centered engineering experience in America!
- A leader in research and service that improves the quality of life and fosters economic growth.
- A community of faculty, staff, and students that exemplifies excellence and innovation.
STRATEGIC GOALS

Goal 1. Provide transformative engineering education programs with focus on student success and the quality of the “Auburn Experience” for all students where our graduates are highly valued and in demand.

1.1. Foster an inclusive learning environment where all students are welcomed, valued, respected, and engaged.

1.2. Promote effective teaching and development of innovative and effective pedagogical practices.

1.3. Provide high quality facilities and infrastructure for an outstanding educational experience.

1.4. Focus on competencies in both technical and non-technical skills to produce well-rounded graduates.

1.5. Provide hands-on and team-based problem solving experiences that expand the technical and professional skillsets of graduates.

1.6. Increase opportunities for high-impact experiential learning including involvement in student organizations and competition teams, undergraduate research, global programs and study abroad, cooperative education and internships.

1.7. Provide students with the support and guidance needed to improve retention and persistence to timely degree completion.

1.8. Provide students with the preparation, guidance and information to undertake meaningful careers.

Goal 2. Significantly grow our research enterprise and its ability to meet the global challenges of the 21st century.

2.1. Elevate our research endeavor through increased levels of extramural research funding and scholarly contributions.

2.2. Ensure that our scholarly research programs are conducted in the spirit of graduate education.

2.3. Enhance the College’s national and international reputation by advancing success in strategic research areas that are aligned with national priorities and societal grand challenges.

2.4. Provide outstanding infrastructure and capabilities for cutting edge research.

2.5. Provide exceptional support for faculty members to successfully compete for research funding, manage their research enterprise, and grow their professional stature in the academic community.

2.6. Develop a significant research presence in both Huntsville and Washington, DC, that serves the aerospace, defense, and security sectors while being inextricably linked to the advancement of the college’s on-campus research and academic programs.
Goal 3. Strengthen our engagement and partnerships with alumni, industry and other constituents to advance our programs and to translate our work into practical solutions.

3.1. Amplify the college’s development efforts to secure transformational support for the college’s programs, faculty and students.

3.2. Enhance corporate engagement to better establish connections for faculty, staff and students to engage with industry.

3.3. Engage strategic partners in technology innovation, entrepreneurship and economic development.

3.4. Develop and offer a nationally prominent program of continuing education and professional development.

Goal 4. Recruit, develop, support, recognize, reward and retain exceptional faculty and staff.

4.1. Attract diverse and highly talented faculty and staff.

4.2. Continue to increase the size of our faculty to achieve a lower student-to-faculty ratio and to expand our research enterprise.

4.3. Provide onboarding and mentoring to support new faculty and staff in successfully establishing and developing their academic careers.

4.4. Foster an inclusive work environment where all faculty and staff are welcomed, valued, respected, and engaged.

4.5. Promote professional development and growth opportunities for all employees.

4.6. Significantly magnify our endowed professorships and chairs to reward high performing faculty.

4.7. Develop new programs that promote our college faculty and staff and seek recognition through internal and external awards and other professional and technical society recognitions.
Goal 5. Accelerate our recruitment of high-caliber undergraduate and graduate students in order to enroll a diverse, high-achieving student body who will impact our nation’s engineering workforce and provide solutions to global challenges.

5.1. Maintain our top 25 undergraduate enrollment.

5.2. Achieve diverse enrollment of students while enhancing access and academic quality.

5.3. Elevate the enrollment of research-focused graduate students, with particular emphasis on PhDs.

5.4. Escalate our master’s student enrollment both on campus and on-line.

5.5. Significantly magnify our scholarships and fellowships to attract talent while enhancing diversity and accessibility.

5.6. Continue K-12 outreach to attract students to STEM career and develop the pipeline for engineering talent.

Goal 6. Strengthen our culture of continuous improvement in all aspects of the college’s operations.

6.1. Ensure financial and business functions operate at the highest levels of efficiency, effectiveness, and customer focus.

6.2. Maintain effective assessment and evaluation processes for the continuous improvement of academic programs.

6.3. Maintain ABET accreditation of undergraduate programs.

6.4. Promote a culture of safety and ensure safe operations throughout the college.

6.5. Ensure proper processes for research security and compliance.

6.6. Seek opportunities for active cost control and more efficient use of resources.

Goal 7. Elevate awareness and promote our programs to improve our college’s visibility and reputation.

7.1. Increase marketing initiatives to increase the national visibility of our college.

7.2. Encourage our faculty, staff and students to seek leadership opportunities and recognition on the national and international engineering scene.

7.3. Increase our efforts to bring high-profile, influential speakers and visiting scholars to campus.
Our college has identified six strategic research thrust areas that build upon current strengths and align with national funding opportunities. We have used these areas to guide our hiring and resource investment.

- Advanced Manufacturing and Materials
- Cyber Security and Intelligent Systems
- Resilient Infrastructure and Transportation
- Energy and Environment
- Biomedical and Health Systems Engineering