



AUBURN UNIVERSITY  
**COLLEGE OF HUMAN SCIENCES**

2020 - 2025 STRATEGIC PLAN  
**EXECUTIVE SUMMARY**

The Auburn University College of Human Sciences improves well-being and quality of life worldwide through the integrated study of individuals, families and their environments, and by educating professionals, generating knowledge and delivering outreach programs that offer science-based solutions to address society's most pressing issues. For the next five years and beyond, CHS will advance its active learning, transformative knowledge, sustainable practices, outreach efforts and commitment to a global perspective across disciplines. Both internally and externally, CHS will stand out as a leader in academics, research, human-centered design and outreach excellence. With these considerations in mind, we are guided by the following strategic goals:

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**TRANSFORMATIVE RESEARCH & CREATIVE SCHOLARSHIP**

The College of Human Sciences conducts public impact research and produces innovative creative scholarship. Across all departments, CHS will continue to advance knowledge and improve quality of life through a comprehensive approach to this end.

**ELEVATED HUMAN SCIENCES EXPERIENCE**

In order to elevate the Human Sciences experience for every student, our College will focus on advancing instruction, enrollment and student services. The College of Human Sciences will be a leader on Auburn's campus in international exposure opportunities, engaged learning in class, professional development experience and cultural competency.

**ENGAGEMENT & SERVICE**

The College of Human Sciences will lead public impact research-supported, innovative engagement that enhances quality of life for people across Alabama, the nation and the world. We will achieve a sustainable outreach and engaged scholarship program built on the land-grant mission and pertinent initiatives that address public concerns, to be supported by diverse funding streams and strong connections between campus, local, state, national and international partners.

**MEANINGFUL DEVELOPMENT**

The College of Human Sciences will develop a fundraising and development plan to support new physical spaces to accommodate the needs of our departments and units. We will sustain and grow funding through stewardship and development for undergraduate and graduate student scholarships/fellowships, as well as support for experiential learning opportunities, student development programs and college/faculty/staff initiatives.

**INFRASTRUCTURE FOR SUCCESS**

The College of Human Sciences will be housed in state-of-the-art facilities that meet the needs of the College. Shared community spaces will encourage cross-disciplinary collaborations, while specialized teaching, research and outreach spaces will be designed to support the unique needs of each of our world-class programs and initiatives. Administration and support spaces will facilitate efficient and effective operations. The College of Human Sciences will be recognized as a campus-wide leader in operational quality, dependability, flexibility and efficiency.

**SHARING OUR STORY**

Through strategic marketing, the College of Human Sciences will make a broader impact on audiences at Auburn University, the nation and beyond by maintaining a consistent distribution schedule of social media posts, features, mail outs, newsletters, profiles and heavy marketing content/ads throughout the year. The College will increase the reach of its messaging by exploring innovative media avenues and strengthen the Human Sciences brand by defining how our programs improve quality of life in an array of science-based, practical ways around the globe. The College will also utilize cohesive messaging by incorporating standards of quality and creating a culture of storytelling across all departments.

*The College of Human Sciences Strategic Plan was formed in accordance with the Auburn University 2019-2024 Strategic Plan. CHS will continue to move into the future as a valuable part of Auburn University's strategy for excellence in education and world-changing work.*