University Relations

Our Mission

The goals and objectives of the Office of University Relations are:

- To increase awareness of the positive impact The University of Alabama has on the community, state, region, and nation.
- To strengthen the sense of community, connection and loyalty between UA and its key stakeholders.
- To increase the value that key stakeholders place on the ways UA fulfills its mission of teaching, research and service.
- To enhance UA's ability to attract and sustain the resources it needs to continue to be successful.

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