The University of Alabama
Mission, Vision, and Strategic Goals

Our Mission
To advance the intellectual and social condition of the people of the State, the nation, and the world through the creation, translation, and dissemination of knowledge with an emphasis on quality programs of teaching, research, and service.

Our Vision
The University of Alabama will be the university of choice for the best and brightest students in Alabama and a university of choice for all students who seek exceptional educational opportunities. The University of Alabama will be a student-centered research university and an academic community united in its commitment to enhancing the quality of life, not only for all Alabamians, but for citizens of the nation and world.

Our Strategic Goals
1. Advance the University's academic, research, scholarship and service priorities, consistent with a top tier university, and continue to promote growth and national prominence in these areas.

2. Enhance the teaching, research and service mission of the University by retaining and recruiting outstanding faculty and staff.

3. Enhance the University's learning environment to attract and retain excellent students.

4. Develop a university-wide emphasis on leadership as a primary role of the flagship university of the State of Alabama.

Source: http://www.ua.edu/mission.html