

# Goals

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## According to the Guide for Developing Academic and Administrative Strategic Plans-2<sup>nd</sup> Edition, the AUB Institutional Strategic Goals are:

**Goal One:** By strengthening liberal education at AUB, we will also reinforce the powers of critical and creative thinking in students and prepare them for roles as lifelong learners, engaged citizens, and community leaders.

**Goal Two:** By attracting more undergraduate and graduate students from diverse national, socio-economic, and educational backgrounds, AUB will broaden the learning experiences of the peoples of Lebanon and the region.

**Goal Three:** By recruiting, developing, and retaining exceptional faculty and staff, AUB will strengthen the quality of the institution and the students that it attracts.

**Goal Four:** By promoting pure and applied research, AUB will become an acknowledged leader in graduate education and a respected member of the global network of research institutions.

**Goal Five:** By emphasizing service to the community and respect for the environment, AUB will actively participate in development and conservation efforts to benefit existing and future generations.

**Goal Six:** By appropriately structuring and continuously upgrading our technological capabilities, AUB will provide stakeholders with the modern tools needed for effective education, research and service.

**Goal Seven:** By regularly reviewing and enhancing AUB's governance and administrative practices, we will ensure that human capital and organizational structures are actively engaged and aligned to achieve institutional objectives.

**Goal Eight:** By linking assessment with planning and budgeting, we will actively and continuously improve our performance in the achievement of AUB's mission