VISION
Be the most responsive and effective framework for academic collaboration.

MISSION
Advance the academic excellence of member institutions through COOPERATION, CO-INVESTMENT & COLLABORATION.

MEMBER UNIVERSITIES
- University of Illinois
- Indiana University
- University of Iowa
- University of Maryland
- University of Michigan
- Michigan State University
- University of Minnesota
- University of Nebraska-Lincoln
- Northwestern University
- Ohio State University
- Pennsylvania State University
- Purdue University
- Rutgers University
- University of Wisconsin-Madison

www.btaa.org
STRATEGIC THEMES & GOALS

1 PROVIDE NATIONAL LEADERSHIP & INFLUENCE

- Enable members’ executive leaders to showcase the impact of member institutions.
- Emphasize and promote topics having interest and import to research universities.
- Increase visibility of high-impact programs.

2 PROMOTE A SUSTAINABLE CULTURE OF COLLABORATION

- Build academic and public partnerships.
- Intentionally connect programs and activities across functional areas of the consortium and the member universities to accelerate adoption of best practice.
- Align Big Ten Academic Alliance headquarters operations and resources to support large-scale initiatives and signature programs.
- Model collaboration through a proactive and adaptive culture.

3 INCREASE COST SAVINGS & EFFICIENCIES

- Leverage strong peer groups to identify opportunities to maximize efficiencies.
- Expand opportunities for cost savings through shared technology and library infrastructure.
- Utilize joint procurement processes to gain efficiencies and reduce costs.
- Develop model strategies for effectively sharing and promoting exemplary practices that enhance member universities’ academic and administrative programs and activities.

GUIDING PRINCIPLES

Supported activities must have a clear and common differentiator such as geography, strong alliance of member institutions or bringing together unique resources.

Project leadership must be approved by the Chief Academic Officers or other senior campus leaders.

Strategic and demonstrable value must be created for member institutions.

Transparent communication of the success of supported programs is expected along with periodic reviews.

The Big Ten Academic Alliance headquarters is not a granting entity, but may help secure external funding.