

# ASU Charter

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ASU is a comprehensive **public research university**, measured not by whom it excludes, but by **whom it includes** and **how they succeed**; advancing **research and discovery** of public value; and assuming **fundamental responsibility** for the economic, social, cultural and overall health of the **communities it serves**.

Eight **design aspirations** guide ASU's ongoing evolution as a **New American University**. ASU integrates these institutional objectives in innovative ways to demonstrate excellence, access and impact.

#### Leverage Our Place

ASU embraces its cultural, socioeconomic and physical setting.

#### Transform Society

ASU catalyzes social change by being connected to social needs.

#### Value Entrepreneurship

ASU uses its knowledge and encourages innovation.

#### Conduct Use-Inspired Research

ASU research has purpose and impact.

#### Enable Student Success

ASU is committed to the success of each unique student.

#### Fuse Intellectual Disciplines

ASU creates knowledge by transcending academic disciplines.

#### Be Socially Embedded

ASU connects with communities through mutually beneficial partnerships.

#### Engage Globally

ASU engages with people and issues locally, nationally and internationally.

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Learn more: [president.asu.edu](https://president.asu.edu)

Twitter: [@michaelcrow](https://twitter.com/michaelcrow)

Facebook: [presidentcrow](https://www.facebook.com/presidentcrow)

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# New

# American

# University

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Toward 2027 and Beyond

**ASU** Arizona State University

Arizona State University (ASU) has become the foundational model for the **New American University**, a new paradigm for the public research university that transforms higher education. ASU is committed to **excellence, access and impact** in everything that it does.

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No. 1 university for innovation (ahead of MIT and Stanford)  
— **U.S. News & World Report (2016-2022)**

Top 1% of institutions of higher education worldwide  
— **Center for World University Rankings**

No. 1 in the U.S. and No. 9 in the world for global impact in research, outreach and stewardship  
— **Times Higher Education**

Top 10 'Best Buy' college in the U.S.  
— **Fiske Guide to Colleges**

Top public university of choice for international students  
— **Institute for International Education**

## Mission & Goals



### Demonstrate **leadership** in enabling academic excellence and accessibility at scale

- Maintain the fundamental principle of accessibility to all students qualified to study at a research university.
- Maintain university accessibility to match Arizona's socioeconomic diversity, with undifferentiated outcomes for success.
- Ensure that **more than 90%** of students continue studies beyond their first year.
- Enhance the university graduation rate to **greater than 85%** and more than **40,000** graduates.
- Continuously enhance quality while maintaining affordability.
- Overcome geographic and financial barriers to education by enrolling **140,000** online degree-seeking students.
- Continuously increase measured student development and learning outcomes.
- Engage learners of all socioeconomic, geographic and demographic backgrounds.



### Establish **national standing** in academic quality and impact of colleges and schools in every field

- Advance and maintain national standing in academic quality for each college and school.
- Attain national standing in learning and post-graduation outcomes for students in all colleges and schools.
- Become the leading university academically (faculty, discovery, research, creativity) in at least one department or school within each college and school.



### Expand **ASU's role** as the leading global center for interdisciplinary research, discovery and development by 2027

- Become the leading American center for discovery and scholarship in the integrated social sciences and comprehensive arts and sciences.
- Enhance research competitiveness to more than **\$1 billion** in annual research expenditures.
- Drive regional economic competitiveness through research, discovery and socioeconomically integrated programs.
- Serve as a leading American center for innovation and entrepreneurship.



### Enhance our **local impact** and social embeddedness

- Leverage ASU's comprehensive knowledge enterprise to strengthen Arizona's interactive network of teaching, learning and discovery resources.
- Co-develop solutions to the critical social, technical, cultural and environmental issues facing 21st-century Arizona, ensuring sustainability and resilience.
- Meet the needs of 21st-century Universal Learners through personalized learning pathways that promote adaptability to emergent social and technological changes.