

ASU Charter

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**.

Nine **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.

Practice Principled Innovation

ASU places character and values at the center of decisions and actions.

Learn more: president.asu.edu

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

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

LinkedIn: [michaelmcrow](https://www.linkedin.com/company/michaelmcrow)

Instagram: [@asuprescrow](https://www.instagram.com/asuprescrow)

YouTube: [DrMichaelMCrow](https://www.youtube.com/DrMichaelMCrow)

New

American

University

Toward 2028 and Beyond

ASU Arizona State University

Arizona State University 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.

No. 1 university for innovation (ahead of MIT and Stanford)

— **U.S. News & World Report (2016-2023)**

No. 1 in the U.S. (ahead of Michigan State and Penn State) and No. 2 in the world for global impact in research, outreach and stewardship

— **Times Higher Education (2022)**

No. 6 in the U.S. for total research expenditures among universities without a medical school (ahead of Caltech and Carnegie Mellon University)

— **National Science Foundation HERD Survey (FY2021)**

Top 10 'Best Buy' college in the U.S. (ahead of Purdue and UNC-Chapel Hill)

— **The Fiske Guide to Colleges (2023)**

No. 1 U.S. public university of choice for international students (ahead of University of Illinois at Urbana-Champaign, Purdue and UCLA)

— **Institute for International Education (2021/2022)**

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 **150,000** 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 2028

- Launch the prototype medical center for the planet.
- 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.
- Create the leading global center for education and learning technology.



Enhance our **local impact** and social embeddedness

- Leverage ASU as a public 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.