

New American University

2015 and Beyond

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.

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.

“One of the most radical redesigns in higher learning.” —**Newsweek**

“One of the most innovative among up-and-coming schools.” —**U.S. News and World Report**

“One of higher education’s most innovative leaders.”
—**Carnegie Corporation**

“One of the ‘best buy’ public colleges in the United States.” —**Fiske Guide to Colleges**

Mission & Goals / 2015—2020:



Demonstrate **leadership** in academic excellence and accessibility

- 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
- Improve freshmen persistence to **90%**
- Enhance university graduation rate to **75%-80%** and 25,000 graduates
- Enhance quality while reducing the cost of a degree
- Enroll **100,000** online and distance education degree seeking students
- Enhance linkages with community colleges so as to expand baccalaureate degree production to national leadership levels
- Enhance measured student development and individual student learning to national leadership levels



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

- Attain national standing in academic quality for each college & school (top 5-10% for each college)
- Attain national standing in the learning value added to our graduates in each college & school
- Become the leading university academically (faculty, discovery, research, creativity) in at least one department or school within each college/school



Establish **ASU** as a global center for interdisciplinary research, discovery and development by 2020

- Become a leading global center for interdisciplinary scholarship, discovery and development
- Become a leading American center for discovery and scholarship in the social sciences, arts and humanities
- Enhance research competitiveness to more than **\$700 million** in annual research expenditures
- Augment regional economic competitiveness through research and discovery and value-added programs



Enhance our **local impact** and social embeddedness

- Provide Arizona with an interactive network of teaching, learning and discovery resources that reflects the scope of ASU's comprehensive knowledge enterprise
- Develop solutions to real-life challenges (Ex: Reducing the Urban Heat Island Index and improving long-term air quality in metropolitan Phoenix)
- Increase the number of qualified K-12 teachers by 25% and develop a tool for teachers and administrators to evaluate educational performance and outcomes
- Establish, with Mayo Clinic, innovative health solutions pathways capable of educating 200 million people about health care; engaging 20 million people in online health care delivery; and enhancing treatment for 2 million patients

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.

See more: president.asu.edu/chartervideo

Learn more: asu.edu/annualreport