

**New**

**American**

**University**

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Toward 2025 and Beyond



# 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.

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 Stanford and MIT)  
— **US News & World Report (2016, 2017, 2018, 2019)**

Top 1 percent of the world's most prestigious universities  
— **Times Higher Education**

A top producer of Fulbright U.S. students  
— **The Institute for International Education**

A top “Best College Value” in public higher education  
— **Kiplinger Personal Finance**

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

# Mission & Goals



## 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, with undifferentiated outcomes for success.
- Improve freshman persistence to **greater than 90 percent**.
- Enhance university graduation rate to **greater than 85 percent** and more than 32,000 graduates.
- Enhance quality while reducing the cost of a degree.
- Enroll **100,000** online and distance-education degree-seeking students.
- Enhance measured student development and individual student learning to national leadership levels.
- Engage all learners on all 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 and school (top 5 percent).
- Attain national standing in the learning value added to our graduates in each college and school.
- Become the leading university academically (faculty, discovery, research, creativity) in at least one department or school within each college and school.



## Establish **ASU** as a leading global center for interdisciplinary research, discovery and development by 2025

- 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 **\$815 million** in annual research expenditures.
- Transform regional economic competitiveness through research and discovery and value-added programs.
- Become a leading American center for innovation and entrepreneurship at all levels.



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

- Strengthen Arizona's interactive network of teaching, learning and discovery resources to reflect the scope of ASU's comprehensive knowledge enterprise.
- Co-develop solutions to the critical social, technical, cultural and environmental issues facing 21st-century Arizona.
- Meet the needs of 21st-century learners through the universal learner initiative by increasing individual success through personalized learning pathways and promoting adaptability to all accelerated social-technical changes.

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](http://president.asu.edu)

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