New American University

Toward 2026 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.

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

Top 1% 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 first-year persistence to greater than 90%.
- Enhance university graduation rate to greater than 85% and more than 32,000 graduates.
- Enhance quality while reducing the cost of a degree.
- Enroll 125,000 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%).
- 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 2026

- 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.
- 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.

---

Learn more: [president.asu.edu](http://president.asu.edu)  
Twitter: [@asupresoffice](https://twitter.com/asupresoffice)  
Facebook: [presidentcrow](https://facebook.com/presidentcrow)  
LinkedIn: [michaelmcrow](https://linkedin.com/michaelmcrow)  
Instagram: [@asuprescrow](https://instagram.com/asuprescrow)

Revised March 2021