

New American University

Toward 2025 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.

“#1 university for innovation.” (#2 Stanford, #3 MIT)
—**US News & World Report, 2015 and 2016**

“Top 10 in the U.S. for best qualified graduates.”
(Ahead of MIT, Columbia, and UCLA)
—**Global University Employability Survey, Times Higher Education**

“One of the nation’s best institutions for undergraduate education.” —**Princeton Review**

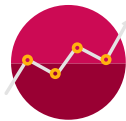
“A top best college value in public higher education.”
—**Kiplinger Personal Finance**

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 freshmen persistence to greater than **90%**
- Enhance university graduation rate to **80%** 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
- Enhance linkages to the university at all levels for all learners



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/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 that reflects 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 by empowering families in the education of their children, increasing student success through personalized learning pathways, and promoting a college-going culture in Arizona's K-12 schools
- 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: newamericanuniversity.asu.edu

Learn more: annualreport.asu.edu

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