

New American University: Toward 2025 and Beyond

[ASU Charter Video](#) from [Arizona State University](#) on [Vimeo](#).

ASU Charter

ASU is a comprehensive public research university, measured not by whom we exclude, but rather by whom we include 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.

ASU 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
- Improve freshmen persistence to **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

[ASU Charter Video](#)

[ASU New American University brochure](#)

[ASU New American University \(Spanish\)](#)

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United Way

Trajectory



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