

# Service at ASU

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## Sun Devil Service Standard

The New American University Design Aspiration #5 states that "ASU is committed to the success of each unique student." To achieve this, the university has established an ASU Service Standard and Sun Devil Service Principles to set the foundation for cultivating our service culture.

We are committed to providing exemplary service to our students, their families, and the Arizona State University community to promote student success and pride in being a Sun Devil.

To accomplish this, we follow the Sun Devil Service Principles:

1. Actively listen, acknowledge, and respond to every inquiry.
2. Take ownership and resolve each concern or problem as if it is our own.
3. Demonstrate professionalism and expertise in every interaction.
4. Engage in professional development to meet the expectations for service excellence.



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