



PRINCIPLE 1

Making education accessible for all

Charter as Cause

Guiding principles for fundraising

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.

The charter's guiding principles for fundraising:

- Making education accessible for all
- Advancing research for the public good
- Serving our community
- Protecting the planet
- Creating learners for life

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Making education accessible for all

Belief statement

Creating a world where no one is excluded from the benefits of education because when learners succeed, we all succeed.

Overview

We work to make it possible for more learners, across all spectrums of society, to access and succeed in education. By opening our doors to all who are eager to learn, and supporting them through their journey, we believe that the future will be brighter for them and for us all.

Key messages

- We believe that every person deserves the opportunity to realize their potential
- We champion student success through experiential learning, mentorship programs, educational partnerships, and more
- First-generation students comprise nearly 40 percent of the student body
- Our graduates leave here as master learners who are capable of rising to meet any new and unfamiliar challenge
- Our scholarship and funding programs provide a wide range of opportunities across disciplines and areas of study
- We offer a stimulating learning environment that fosters global involvement, community service, creative expression, and personal growth
- Deploy knowledge assets that are accessible to all

Proof points

Accessibility

- ASU is now more accessible than ever to low-income students (thanks in part to private support and partnerships).
- Since 2002, ASU has almost quadrupled the number of first-year students from the lowest income stratum.
- At the same time, ASU has increased by eight-fold the number of first-year students for whom cost is not a factor, showing it is the university of choice for many.
- First-generation student enrollment has tripled since 2002, with the help of private support.
- The College of Liberal Arts and Sciences offers 11 different, major-specific Early Start programs to ensure that incoming ASU freshmen who may benefit from extra time or support get the connections and resources they need to succeed in their first year at ASU. Last year, 239 students, many of them the first in their family to attend a university, participated in The College's Early Start Program.

Affordability

- Private gift aid is an important factor in ASU's commitment to affordability.
- Over the past decade, donors helped ASU realize a 40% increase in scholarship amounts awarded annually (private scholarships).
- That was a 22% increase in the total number of unique private scholarships awarded.

Success Rates

- During this time, graduation rates increased markedly and the four-year rate has nearly doubled.
- ASU degrees awarded have nearly tripled since 2002.