



**PRINCIPLE 2**

# Advancing research for the public good

## 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.**

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**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

## PRINCIPLE 2

# Advancing research for the public good

### Belief statement

Groundbreaking research promotes life-changing solutions.

### Overview

Research has the potential to solve the world's most complex challenges. We work to advance research that leads to the discovery of innovative solutions that positively impact lives and the world. We do this by focusing on the purpose of research through the lens of “what is good” for society.

### Key messages

- We believe that research and discovery can make a difference in the world
- We believe in the power of transdisciplinary research—un-siloing disciplines to find answers to complex problems that require different perspectives and skills
- We partner with businesses, government, and community organizations to conduct research based on real-world needs. Research areas cover a range of practice areas; from healthcare, environment, and sustainability to education, social, and world issues
- ASU is well-established as a global center for research, discovery, and development

### Proof points

- In just 10 years, ASU has more than doubled its research funding and is recognized as one of the fastest-growing research universities in the United States.
- #8 in U.S. for Department of Health and Human Services funding among all U.S. institutions without a medical school, ahead of Princeton, Georgia Tech and Carnegie Mellon University.
- Our interdisciplinary, solutions-focused approach to research is centered on discovery that matters and the fusion of intellectual disciplines in order to solve complex problems.
- ASU ranks No. 3 in the country for total interdisciplinary science research expenditures — ahead of Harvard, MIT and Ohio State University, among others.