

A young woman with curly hair, wearing a maroon graduation cap and gown with a blue sash, is smiling and writing on a large chalkboard. The chalkboard is covered in white chalk signatures and drawings. She is holding a piece of white chalk in her right hand. The background is a blurred outdoor setting.

**Higher education  
with a higher purpose**

**ASU**® Arizona State  
University

# Our Charter our purpose

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's charter is more than a promise, more than a pledge or ideal.

Our charter is our purpose, our spirit. It gives meaning to everything we do.

The ASU charter calls us to be welcoming and open, to commit ourselves to find better solutions, to be compassionate to one another and to help others improve their lives.

But perhaps most of all, our charter is a galvanizing force that inspires us to be courageous leaders and provoke change for a better world.

# Powered by purpose



**Inclusivity**



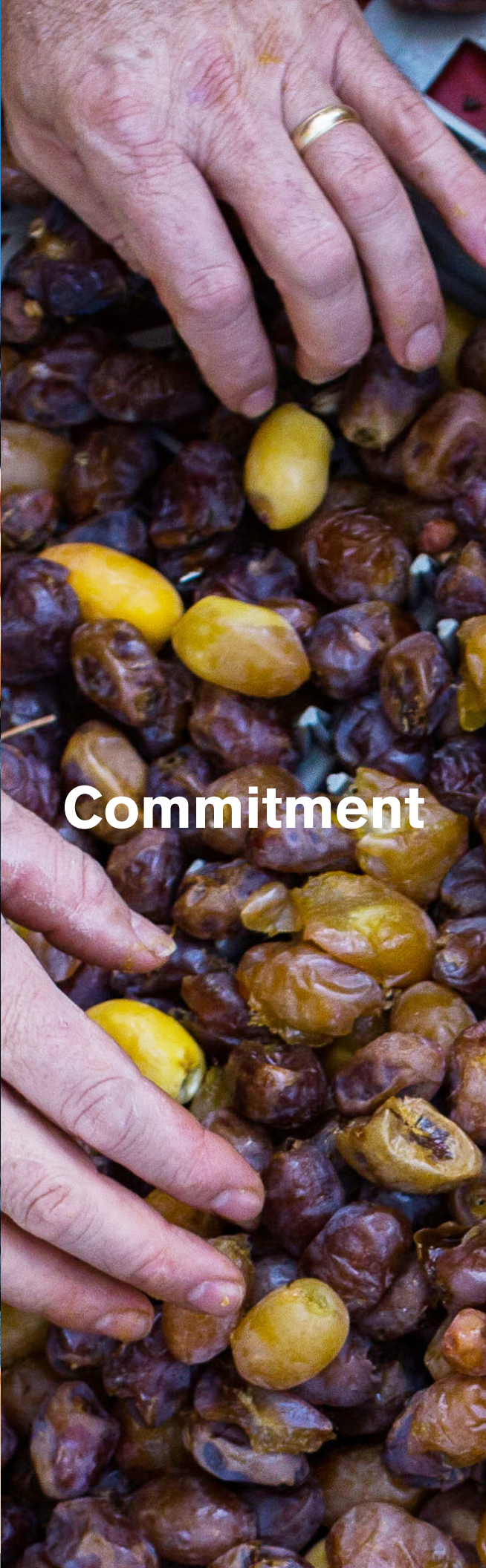
**Innovation**



**Compassion**



**Commitment**



**Opportunity**





**Powered by  
inclusivity**

**} Making education  
accessible for all**

**Because no one should be excluded  
from the benefits of education**



We believe every individual should have the opportunity to realize their potential through education. Our welcoming spirit invites everyone from all walks of life to learn, succeed, thrive and carry on our commitment to making the world better for all.



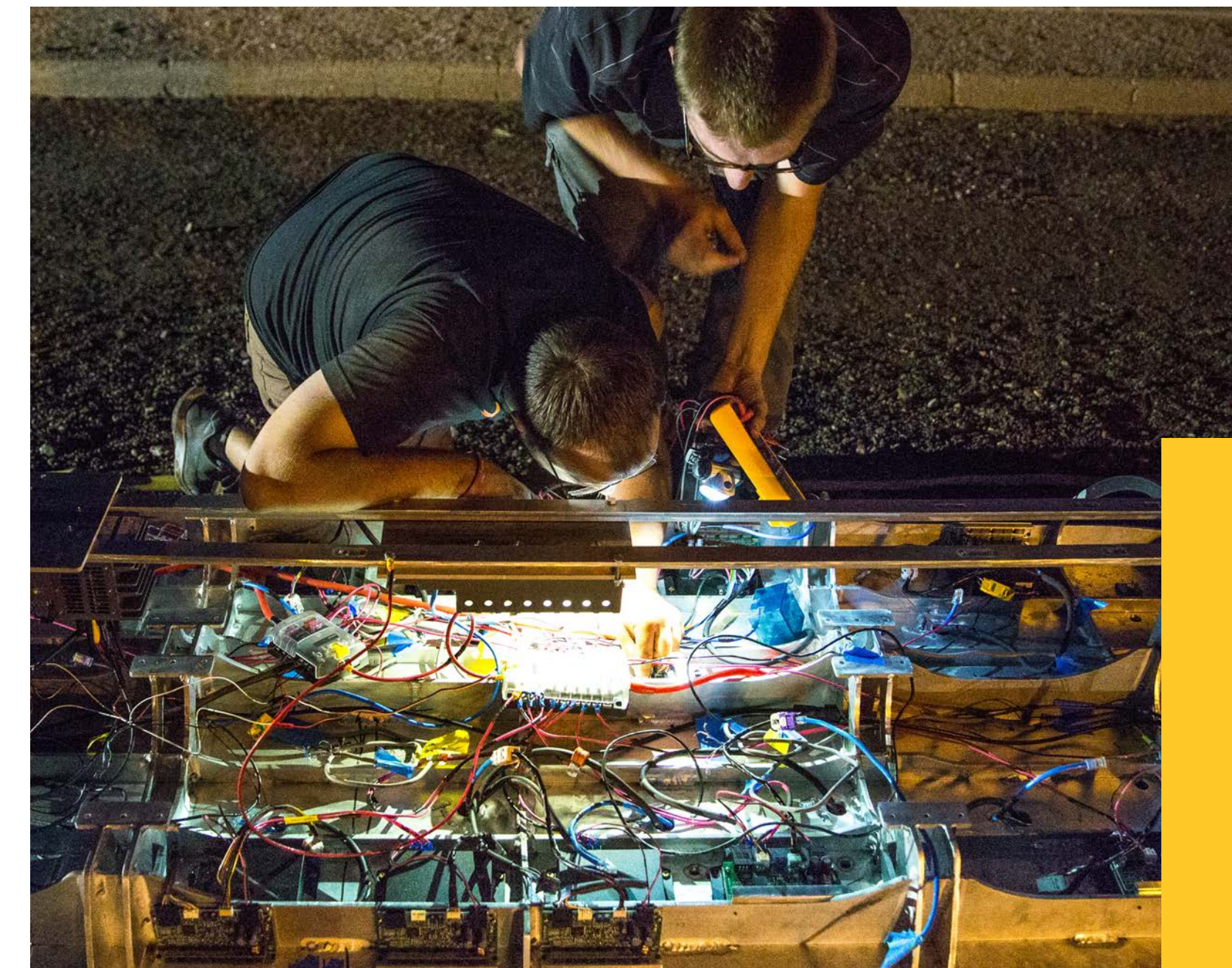
Powered by  
**innovation**



## Advancing research for the public good

Because groundbreaking research promotes life-changing solutions

ASU is committed to research that leads to the discoveries that result from our constant pursuit of innovation that presses, explores and reaches further to positively impact lives and the world.





**Powered by  
compassion**

## **Serving our community**

**Because we have a responsibility  
to make a positive impact in our  
communities**



We believe in and deeply care about improving our communities. This commitment compels us to help improve health and well-being, engage in partnerships to serve the community in mutually beneficial ways, and shape tomorrow's leaders.

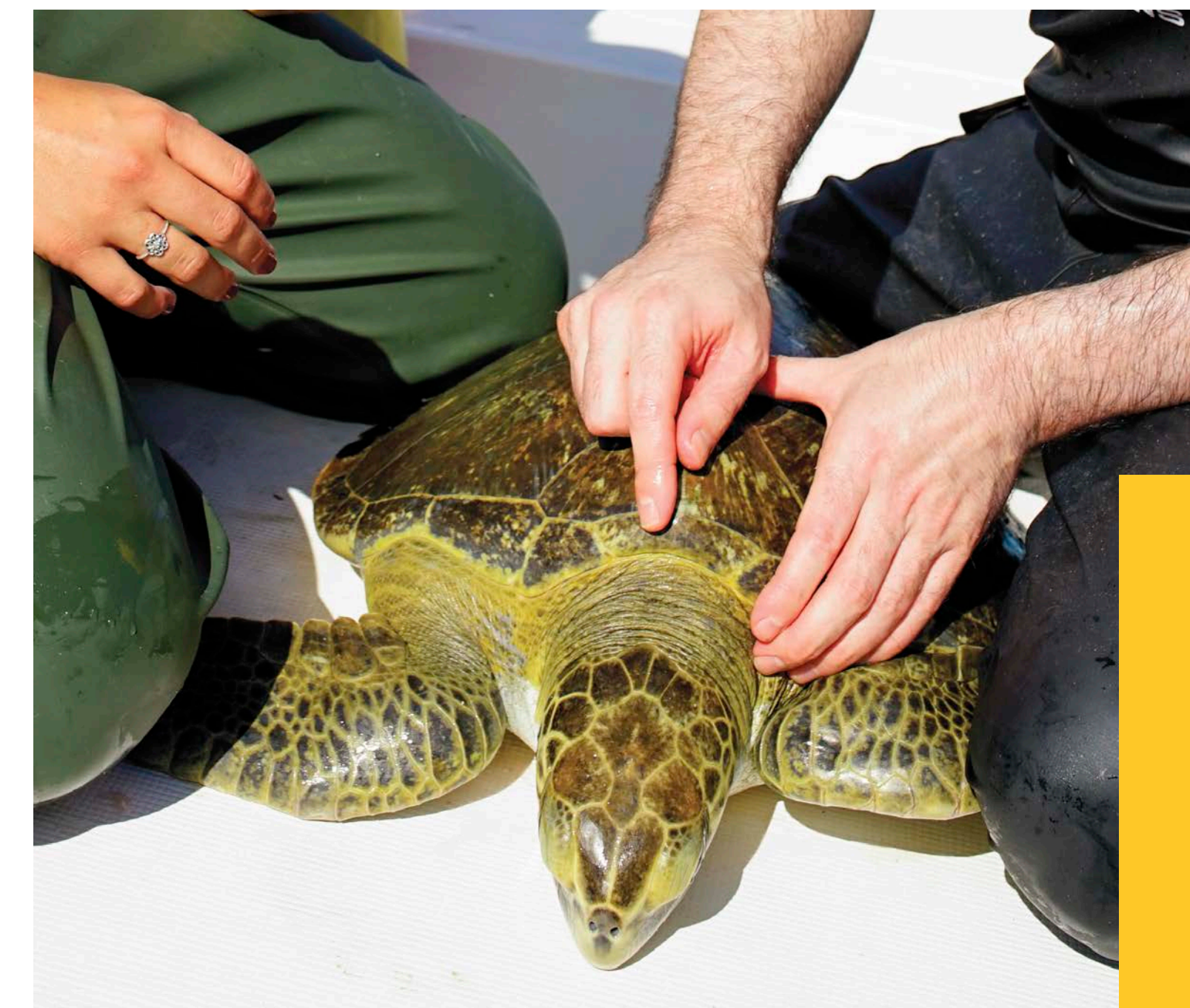
Powered by  
**commitment**



## Protecting the planet

Because a resilient future demands a new approach today

We have a responsibility to future generations to care for the globe and prevent further destruction. Through a united effort of many disciplines and partnerships focused on creating world-saving solutions, we are committed to leading the world by example.



A photograph of two young boys in a classroom. The boy on the left is wearing a blue and grey shirt and is holding a small, custom-built robot with a breadboard and sensors. The boy on the right is wearing an orange shirt and is giving a thumbs-up. They are both smiling and looking towards the camera. In the background, other students and classroom furniture are visible.

**Powered by  
opportunity**

**Creating learners for life**  
Because learning is a lifelong journey



Learning has no boundaries or age limits. As human beings, we are always learning, from early development to our golden years. And because we believe education is a human right, we're committed to giving everyone access to opportunities that help them achieve a better life through learning.



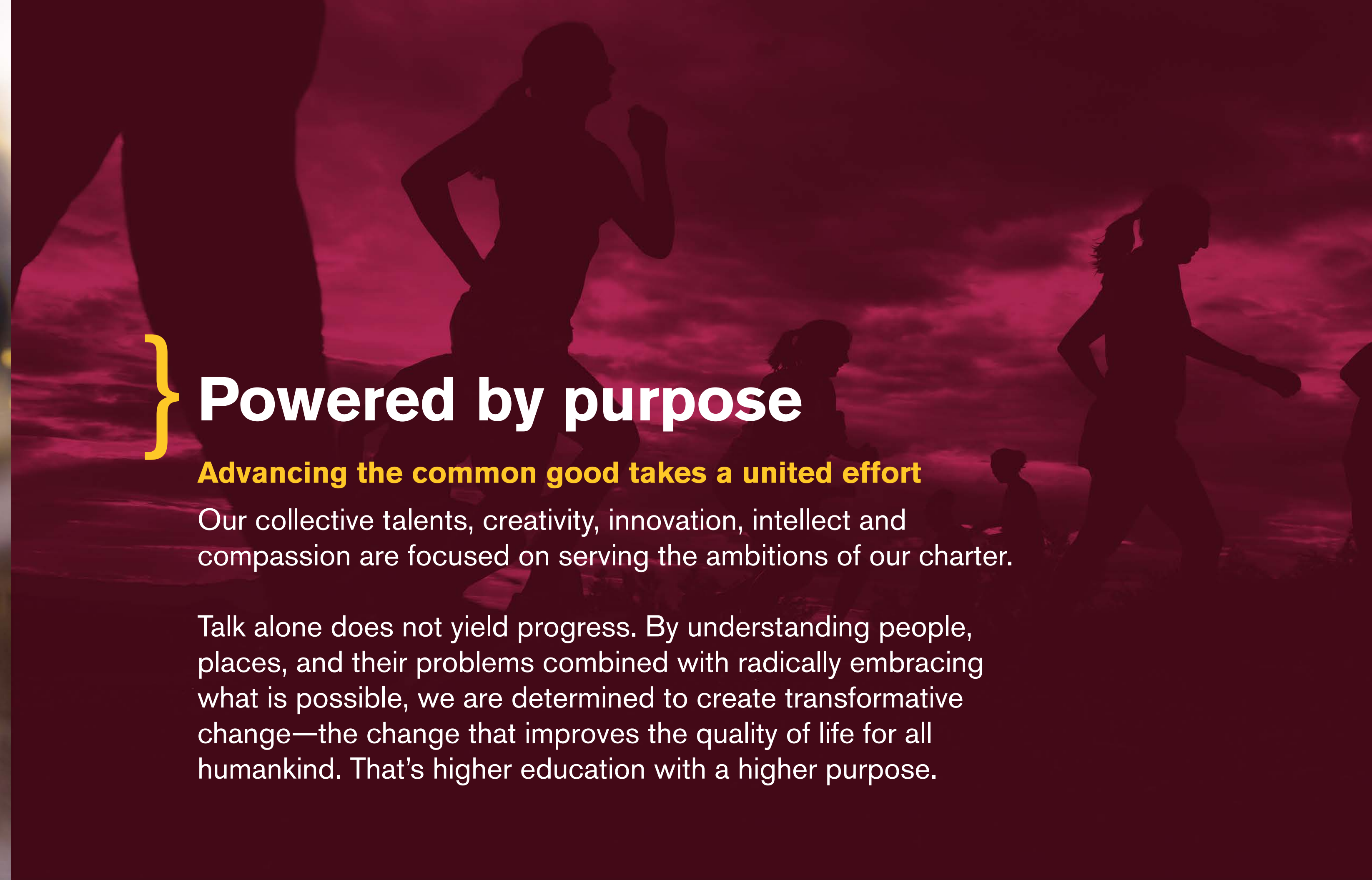


## } Powered by purpose

### **Advancing the common good takes a united effort**

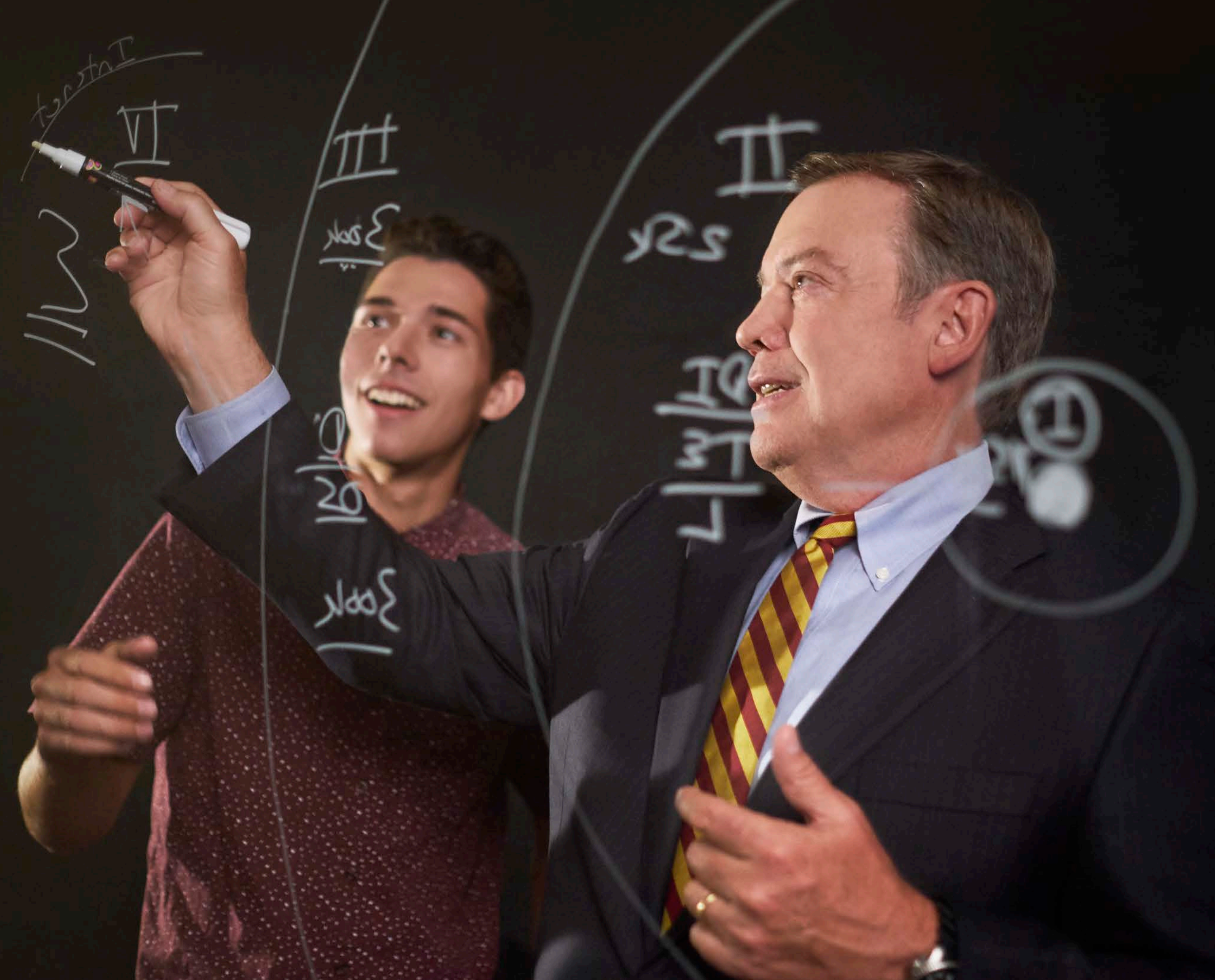
Our collective talents, creativity, innovation, intellect and compassion are focused on serving the ambitions of our charter.

Talk alone does not yield progress. By understanding people, places, and their problems combined with radically embracing what is possible, we are determined to create transformative change—the change that improves the quality of life for all humankind. That's higher education with a higher purpose.



**The culture of a major, research-driven public university in the United States has been inextricably and forever altered to be focused on the success of the student and the success of the community. Every asset of the individuals at ASU, every ounce of energy that they have, is devoted to those two things.**

– ASU President Michael M. Crow



The logo for Arizona State University, featuring the letters 'ASU' in a bold, white, sans-serif font. The 'A' and 'S' are connected, and the 'U' is slightly separated. A stylized sunburst or starburst graphic is integrated into the right side of the 'S'. To the right of the 'ASU' acronym, the words 'Arizona State' and 'University' are stacked vertically in a clean, white, sans-serif font. The entire logo is set against a dark red background with a complex, geometric pattern of concentric circles and radial lines, creating a sense of depth and architectural structure.

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