

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 writing, including names and mathematical diagrams. She is holding a piece of white chalk in her right hand.

# 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.**

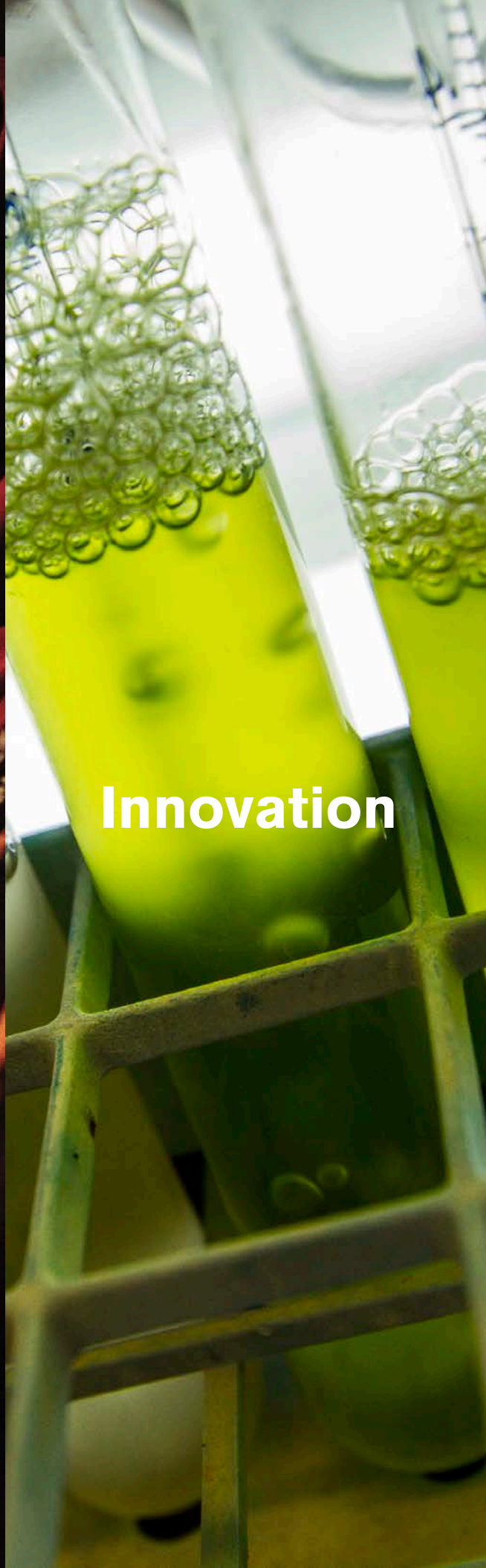
**Powered by  
purpose**







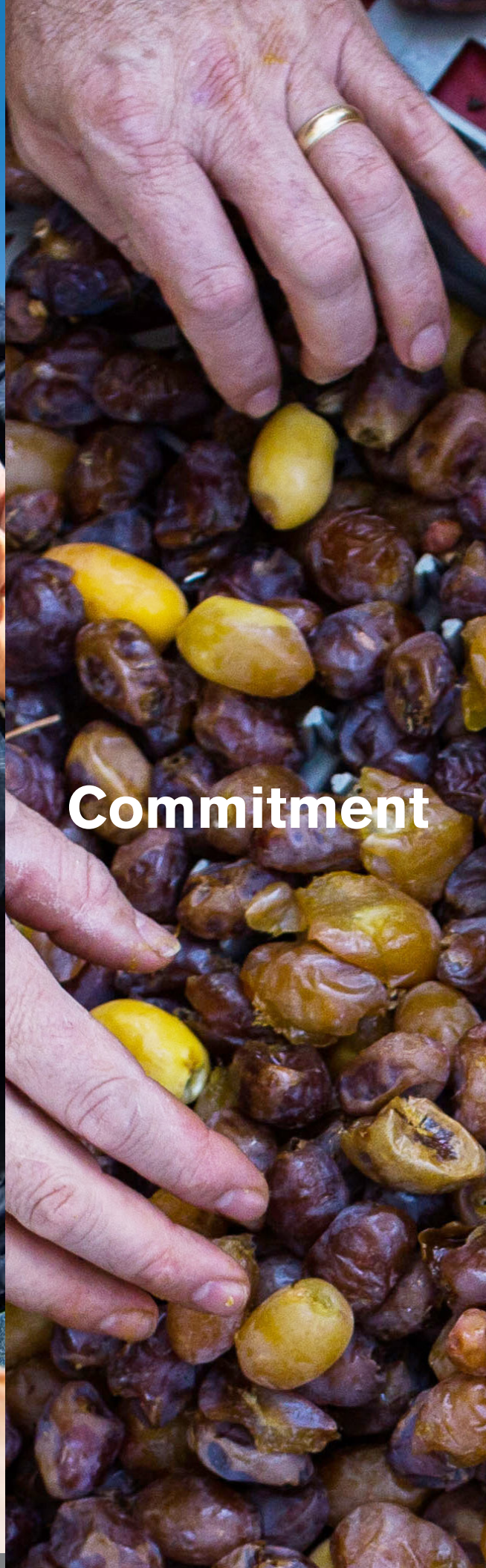
**Inclusivity**



**Innovation**



**Compassion**



**Commitment**



**Opportunity**





**Powered by**  
**inclusivity**

Advocacy 2020  
35  
University of



# **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.





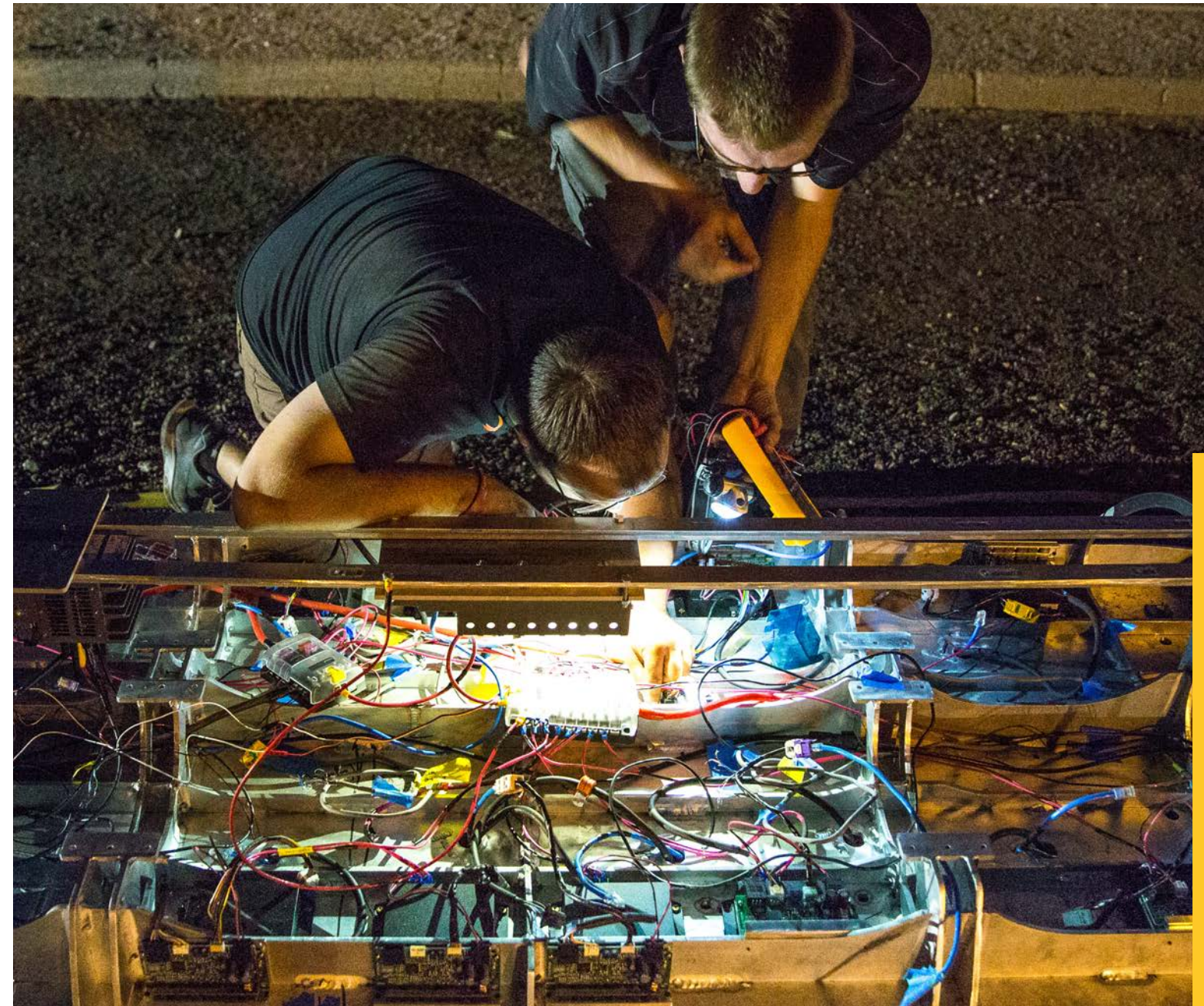
**Powered by**  
**innovation**



# 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.





**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.







The background of the slide features silhouettes of several people running on a beach. The scene is set against a vibrant sunset sky with shades of orange, red, and purple. The runners are in various stages of their stride, conveying a sense of motion and energy. The overall mood is one of determination and collective effort.

# } 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**



