A New American University

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“Do you replicate what exists, or do you design what you really need?”

-Michael M. Crow, ASU president
ASU is “one of the most radical redesigns in higher learning.”

—Newsweek, August 2008
A case for change

Over the past 2,000 years, organized learning has evolved dramatically.

Today, however, the very identity of the university is at stake.

There are economic, societal and cultural needs not being met.

So ASU is reinventing higher education.
Income Inequality in Bachelor’s Degree Attainment

- Top Quartile
- Third Quartile
- Second Quartile
- Bottom Quartile
Family Income and Graduation Rates

6 Year Graduation Rate vs. Percent of Undergrads Receiving Pell Grants

The scatter plot shows a negative correlation between family income and graduation rates, with a line of best fit indicating this relationship.
Test Scores and Family Income

The scatter plot shows the relationship between the median SAT score of incoming students and the percent of undergrads receiving Pell Grants. There is a negative correlation, indicating that as SAT scores increase, the percentage of students receiving Pell Grants decreases.
Access, Excellence, Impact

We measure ourselves not by who we exclude, but rather by who we include and how they succeed. ASU pursues research and discovery that benefits the public good. And ASU assumes major responsibility for the economic, social, and cultural vitality and health and well-being of the community.
Eight design aspirations guide ASU’s transformation.

ASU urges its students, faculty, staff and programs to:

01. Leverage Our Place
ASU embraces its cultural, socioeconomic and physical setting.

02. Transform Society
ASU catalyzes social change by being connected to social needs.

03. Value Entrepreneurship
ASU uses its knowledge and encourages innovation.

04. Conduct Use-Inspired Research
ASU research has purpose and impact.

05. Enable Student Success
ASU is committed to the success of each unique student.

06. Fuse Intellectual Disciplines
ASU creates knowledge by transcending academic disciplines.

07. Be Socially Embedded
ASU connects with communities through mutually beneficial partnerships.

08. Engage Globally
ASU engages with people and issues locally, nationally and internationally.
New environment
New community
New objectives
A new environment

ASU is a place that inspires risk and reinvention.
In this environment, ideas cross-pollinate
Knowledge becomes action
“A surprising number of top-flight individuals—from Nobel Prize-winning economist Edward Prescott to the biologist and former research chief of SmithKline Beecham George Poste—have taken the plunge.”

—Nature Magazine, April 2007
Access has trumped elitism
“Our success doesn’t stop at enrolling students, or graduating them. Success is when they go back to their people and become contributing members, working to improve American Indian communities.”

—Peterson Zah, former special adviser to the ASU president on American Indian affairs and first president of the Navajo Nation
ASU embraces complexity
“ASU has ratcheted up the [sustainability] effort with ‘a holistic approach’ that is probably unique in the nation, says Carter Roberts, president of the World Wildlife Fund in Washington, D.C.”

—The Christian Science Monitor, December 2006
These new objectives help us help others
Shanghai Jiao Tong University ranks 1,000 universities around the world each year.

ASU is 79th.
ASU ties Yale and Berkeley as the 5th highest producer of U.S. Fulbright Student Scholars.
The National Research Council ranks more than half of ASU’s 85 doctoral programs in the Top 25 nationally.
The *Wall Street Journal* asked corporate recruiters which schools produce the **best-qualified graduates**.

**ASU ranked 5th in the country.**
ASU Lower Income Student Enrollment: 3% to 40%
Connecting Lower Income Students to Knowledge Creation at Unrivaled Scale
ASU Research Expenditures: 1980-2012
Export value of Arizona cotton crop $339 million

ASU’s research expenditures $385 million