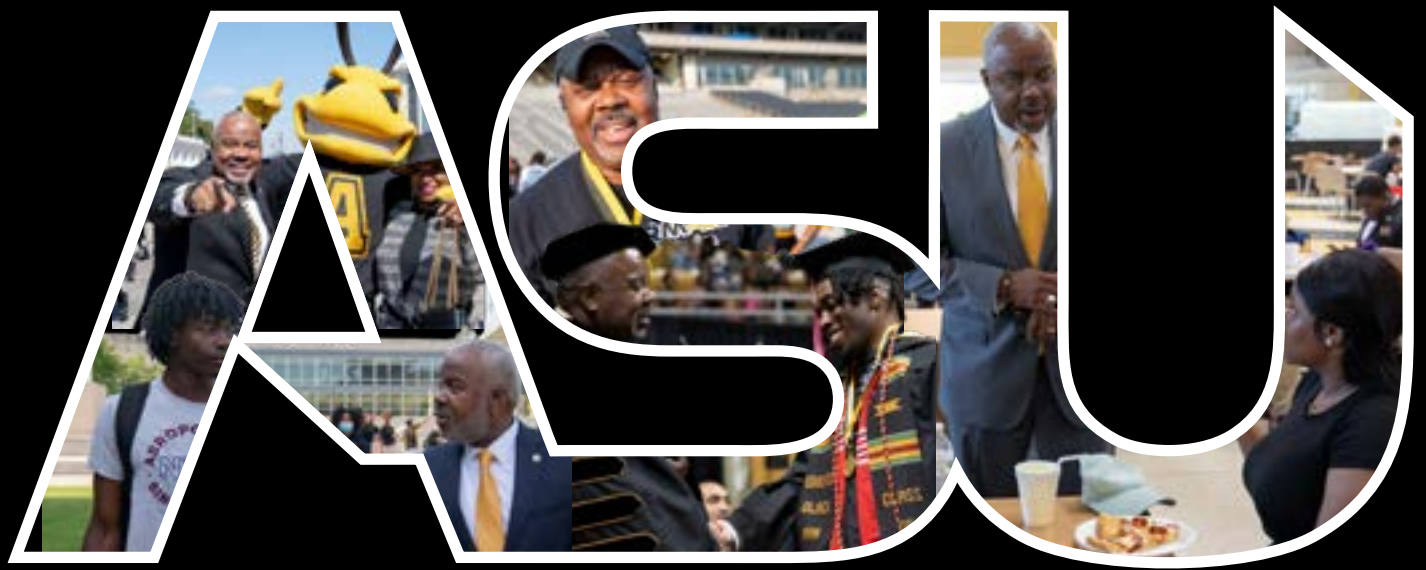


SETTING THE PACE FOR  
ALABAMA STATE UNIVERSITY

*Vision. Progress. Excellence.*



FOCUS 2030  THE STRATEGIC PLAN

# PROGRESS REPORT 2025

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Dr. Quinton T. Ross, Jr.

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## Table of Contents

Letter from President Quinton T. Ross, Jr. ....	2
Board of Trustees and Leadership Team .....	3
Vision and Mission of Alabama State University .....	4
Overview of FOCUS 2030 and Summary of Key Progress .....	5
<b>Progress on the Seven Strategic Anchors</b>	
Academic Excellence .....	6
Student Success .....	10
Fiscal Growth & Institutional Integrity .....	16
CommUniversity .....	18
Continuous Improvement and Growth .....	20
Philanthropic Growth .....	24
Marketing and Communications .....	26
Conclusion: Advancing Toward 2030 and Beyond .....	29





**At Alabama State University, we stand proudly  
“Anchored in Success,” grounded in a rich legacy,  
yet boldly focused on a future full of promise.**

Our Focus 2030 Strategic Plan continues to serve as a roadmap for innovation, transformation, and excellence. Alabama State University is setting the pace for excellence in higher education, growing stronger as we realize the vision of what ASU can and will be.

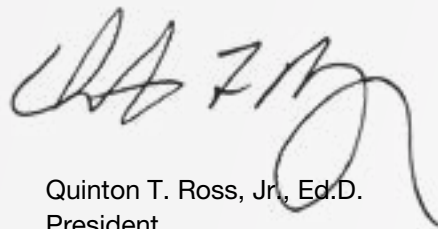
Thanks to the unwavering support of our Board of Trustees and the commitment of our leadership team, faculty, staff, students, alumni, and supporters, our progress has been nothing short of extraordinary. “With record fundraising, nationally recognized athletic achievements, groundbreaking academic innovation, and strengthened fiscal integrity, we’ve built a strong foundation for the next era of Hornet excellence.

Our future is bright because we have strengthened our financial position, by making fiscally responsible decisions and forming strategic partnerships with financial firms like Neuberger Berman to expand our endowment investment portfolio, by growing our reserves, and by improving our credit outlook with fiscal rating agencies. These steps and others have allowed us to invest in the things that matter most — student success, exceptional academic programs, and a vibrant campus life.

What excites me most is what lies ahead. Every innovative move and sound investment propels us closer to the future we envision. As we continue to execute our Focus 2030 Strategic Plan, we remain united and intentional. We are on the right path, driven by purpose, focused on progress, and devoted to continuing to make history at THE Alabama State University.

I invite you to review the contents of this report that provides a more detailed accounting of our many accomplishments across the academic enterprise of this great University over the past year. I am sure that you will be excited and encouraged by what these pages reveal.

With Hornet Pride,

A handwritten signature in black ink, appearing to read 'Q. T. Ross, Jr.', written in a cursive style.

Quinton T. Ross, Jr., Ed.D.  
President

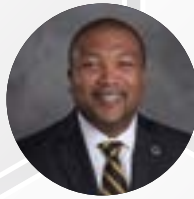


Scan here to read ASU's Focus 2030 Strategic Plan or visit  
[www.alasu.edu/administration/institutional-effectiveness/strategic-planning.php](http://www.alasu.edu/administration/institutional-effectiveness/strategic-planning.php)

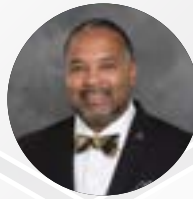
## Board of Trustees



**Brenda Brown Dillard**  
President  
Slidell, La.



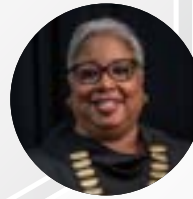
**Delbert B. Madison**  
President Pro Tempore  
Montgomery, Ala.



**Napoleon Bracy**  
Mobile, Ala.



**Paulette Edwards**  
Columbia, S.C.



**LaRaunce  
Anderson Fleming**  
Huntsville, Ala.



**George Gore**  
Huntsville, Ala.



**Darrell Hudson, Sr.**  
Birmingham, Ala.



**Mario Lumzy**  
Birmingham, Ala.



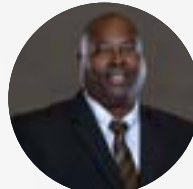
**Tiffany B. McCord**  
Montgomery, Ala.



**Angela McKenzie**  
Sylacauga, Ala.



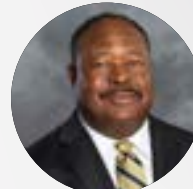
**Larry Means**  
Attalla, Ala.



**Christopher  
Spencer**  
Tuscaloosa, Ala.



**Pamela J. Ware**  
Pike Road, Ala.



**Joe Whitt, Sr.**  
Auburn, Ala.

## Leadership Team



**Dr. Carl Pettis**  
Provost and Vice President  
for Academic Affairs



**Alondrea Pritchett**  
Vice President for  
Business and Finance



**Dr. Kevin Rolle**  
Chief of Staff



**Donald Dotson**  
Vice President for  
Facilities Management  
and Operations



**Kenneth Thomas**  
General Counsel



**Col. Gregory Clark**  
Vice President for  
Institutional Advancement



**Dr. Tanjula Petty**  
Vice President for  
Institutional Effectiveness,  
Strategic Initiatives and  
Transformation



**Dr. Jason Cable**  
Vice President and Director  
of Intercollegiate Athletics



**Kelvin Kendrick**  
Deputy Director for  
Public Safety



**Dr. Malinda Swoope**  
Vice President for  
Student Affairs and  
Enrollment Management



**Dr. Damian Clarke**  
Vice President for  
Technology Services





Alabama State University (ASU) is guided by a clear Vision and Mission focused on academic excellence, research advancement and community impact. ASU is committed to developing students into global leaders through a transformative, student-centered education grounded in service, innovation and strategic partnerships.

## Vision

Alabama State University will achieve global recognition through excellence in teaching, research and service. ASU will advance its current Carnegie Classification to a Research College and University. ASU aspires to be a national leader in developing students through a transformational educational experience with global impact. As a community builder and partner, ASU will continue to have a measurable impact on society through innovative education and scholarly research.

## Mission

Alabama State University is a student-centered public Historically Black Colleges and Universities (HBCU) committed to excellence in teaching, research and service. ASU provides a nurturing, holistic learning environment focused on developing students, on campus and virtually, to be global change agents. ASU embraces CommUniversity and philanthropy to create dynamic relationships for positive community impact.

## Advancing ASU's Strategic Vision

Implemented in 2021, FOCUS 2030 is Alabama State University's bold and comprehensive 10-year strategic plan designed to elevate the University's academic distinction, expand research capabilities and deepen its impact both locally and globally. Developed through a collaborative process involving faculty, staff, students and external stakeholders, and formally endorsed by the ASU Board of Trustees, the plan is guided by seven strategic anchors.

- ⚓ Academic Excellence
- ⚓ Student Success
- ⚓ Fiscal Growth and Institutional Integrity
- ⚓ CommUniversity
- ⚓ Continuous Improvement and Growth
- ⚓ Philanthropic Growth
- ⚓ Marketing and Communications

Since its launch, FOCUS 2030 has driven measurable progress across key institutional priorities. This report outlines those achievements, reaffirming ASU's commitment to accountability, strategic alignment and long-term success.

## Milestones in Key Areas



### Capital Investments

Major renovations, facility upgrades and property acquisitions that are modernizing campus infrastructure.



### Financial Strength

Enhanced Moody's rating, consistent operating surpluses and a growing reserve position.



### Enrollment Growth

A 12.56% increase in new student enrollment and a 5.27% overall enrollment gain in Fall 2024.

As we continue the implementation of FOCUS 2030, these accomplishments reflect Alabama State University's unwavering commitment to transformation, excellence and innovation in higher education.



# Transforming

## THE ACADEMIC EXPERIENCE

### TEN TOP PROGRAMS

Reflecting strong student demand and strategic growth, the University's top ten programs by enrollment are:

- 1 Master of Business Administration (MBA)
- 2 Physical Therapy
- 3 Educational Leadership, Policy, and Law
- 4 Occupational Therapy
- 5 Clinical Mental Health Counseling
- 6 Elementary Education
- 7 Applied Technology
- 8 Rehabilitation Counseling
- 9 Social Work
- 10 Accountancy



**64**  
**DEGREES OFFERED**  
Undergraduate ..... 35  
Graduate ..... 29  
Masters (19)  
Education Specialist (5)  
Doctoral (5)



## New Degree Programs Expand Excellence

Ensuring the continued competitiveness of the academic portfolio, ASU has launched four new degree programs, reinforcing our commitment to innovation, accessibility, and academic excellence:

### ■ **B.S. in Mechanical Engineering**

Prepares students to design impactful, real-world solutions with workforce-ready skills across diverse engineering fields.

### ■ **M.S. in Social Psychology and Human Rights**

A flexible, fully online program focused on social justice and community empowerment, tailored for working professionals and global learners.

### ■ **Master of Business Administration (MBA)**

A one-year, 30-hour program designed to fast-track career growth for recent graduates and professionals.

### ■ **Doctor of Occupational Therapy**

Trains students to enhance lives through therapeutic practices; recognized nationally as a top-value, affordable program.

**95%**  
**OT EMPLOYMENT  
RATE WITHIN 6  
MONTHS**



## Micro-credentials Offer a New Path to Learning

ASU now offers flexible, career-aligned micro-credentials that allow learners to earn professional certificates or stack toward a degree—advancing their education at their own pace while gaining practical, in-demand skills.

Real Estate and Finance ■ Graphic Design  
Coding for Health Info Management ■ Python



# ANCHORED IN ACADEMIC EXCELLENCE

It is our goal to lead a comprehensive academic enterprise to cultivate program expansion, research and service that supports faculty and students.

## PROGRESS REPORT

- ✓ Upheld SACSCOC Accreditation Standards
- ✓ Expanded Academic Degree Offerings
- ✓ Launched New Stackable Microcredential Program
- ✓ Boosted Faculty Research Productivity and Recognition
- ✓ Celebrated Student Successes in Prestigious National Competitions
- ✓ Increased Graduate Program Offerings
- ✓ Achieved Increase in Online Enrollment
- ✓ Supported and strengthened research and creative activities

# DEGREES OFFERED 100% ONLINE

## B.S.

- Criminal Justice (Accelerated Program)
- Marketing
- Psychology

## M.Ed.

- Library Educational Media
- Elementary Education
- Early Childhood Education
- Instructional Support
- Clinical Mental Health Counseling
- School Counseling

## M.A.

- History

## M.S.

- Applied Technology
- Social Psychology
- Social Work
- Master of Rehabilitation Counseling

## M.Acc.

- Master of Accountancy

## MBA

- Master of Business Administration

## Ph.D.

- Educational Leadership, Policy and Law

## Ed.D.

- Educational Leadership, Policy and Law



# 23%

## GRADUATE PROGRAM ENROLLMENT INCREASE

An increase in graduate enrollment since 2019 is a testament to the University's strategic recruitment efforts and the expansion of advanced degree offerings tailored to workforce and societal needs.



# 229%

## ENROLLMENT INCREASE IN ONLINE PROGRAMS

## Global Campus Expands Access to World-Class Learning

ASU's new Global Campus delivers flexible, high-quality education accessible from anywhere. Since its launch, online enrollment has more than doubled, reflecting strong demand for tech-enabled learning.



**\$51M+**

**FEDERAL AWARDS  
FOR 29 PROJECTS**

## Carnegie Classification: A Rising Research Institution

ASU has been designated a Research College and University (RCU) by the Carnegie Classification, one of only 216 institutions nationwide to earn this status. With \$51.8 million in federal awards across 29 projects, ASU far exceeds the \$2.5 million research threshold. Additional 2025 recognitions include:

- Special Focus – Arts and Sciences
- Higher Access, Medium Earnings

These honors highlight ASU's commitment to research excellence and equitable student success.

## Faculty Excellence and Strategic Investment in Innovation

ASU faculty earned prestigious national and state awards, including honors in social work and physical therapy, highlighting their leadership and impact. Faculty also secured major external funding. Ongoing professional development initiatives, including research awards and curriculum grants, continue to drive academic innovation and excellence.

**\$5,933,754**

ASU Mental Health Service Professionals

**\$5,898,458**

The Alliance of Students with Disabilities for Inclusion, Networking and Transition Opportunities in STEM (TAPDINTO-STEM)

**\$2,999,695**

Microbial trophic complexity

**\$2,511,059**

Upward Bound

**\$2,249,955**

Training Undergraduate in Bioengineering and Nanobiotechnology (TUBN) Focus on HCBU Students

**\$1,999,930**

Building Alabama STEM Teachers with MS/MEd Credentials Program

**\$1,200,000**

Enhancement of Research and Educational Infrastructure in Mechanobiology at ASU

**\$1,175,300**

Penta-State Consortium for Biomanufacturing Driven by Engineered Cyanobacteria

## Academic Excellence and Recognition

ASU has sustained and improved program quality and instruction. The University remains fully accredited by SACSCOC to offer degrees at all levels. In 2025, ASU was named a College of Distinction, one of only 11 HBCUs to receive this national honor for academic quality and student success.







## ENROLLMENT ON THE RISE

**4,081**

FALL 2024 TOTAL  
ENROLLMENT

**12.56%**

NEW STUDENT  
ENROLLMENT INCREASE

**5.27%**

GROWTH IN OVERALL  
ENROLLMENT

Fall 2024

**70%**

RETENTION RATE

Fall 2023-24



# Empowering STUDENTS TO THRIVE

Boosting student engagement enriches campus life, strengthens the student experience, and plays a vital role in improving retention and advancing the University's long-term success.



# 178%

## DUAL ENROLLMENT GROWTH IN ONE YEAR

Fall 2024

### Dual Enrollment

ASU's expanded summer Dual Enrollment program gives high school students early access to transferable college credits—boosting college readiness, accelerating degree completion, and reinforcing ASU's leadership in accessible education.



## ANCHORED IN STUDENT SUCCESS

It is our goal to foster an inclusive, student-centered culture of seamless enrollment; holistic student engagement and development; academic excellence; and career preparation toward meaningful and gainful employment.

### PROGRESS REPORT

- ✓ Achieved enrollment growth
- ✓ Awarded emergency grants to support students
- ✓ Expanded support for veterans across campus
- ✓ Celebrated student-athletes' academic success
- ✓ Coordinated and enhanced Academic Support Services
- ✓ Launched Hornet Connect and boosted prospective student engagement
- ✓ Expanded Dual Enrollment opportunities
- ✓ Improvement in student satisfaction
- ✓ Prioritized Student Well-Being





**20%**

INCREASE IN  
STUDENT SATISFACTION  
SINCE 2021

**61% of students agree with this statement:**

This institution has a good reputation  
within the community.

**15%**

INCREASE IN  
STUDENT SATISFACTION  
SINCE 2021

**54% of students agree with this statement:**

It is an enjoyable experience to be a student  
on this campus.

As of Spring 2024, 59% of students reported being overall satisfied with their experience at ASU.





**\$50K**

**HOME DEPOT GRANT**

**Upgrades to Academic Labs**

**Enhanced Technology**

**Collaborative Learning  
Resources**

## Enhanced Academic Support and Labs

ASU is expanding academic support through personalized tools like Navigate360 and InsideTrack coaching, improving student engagement and service in areas such as Advising, Financial Aid and Admissions.



**70%** OF STUDENT-ATHLETES HAVE  
A GPA OF 3.0 OR BETTER

## Holistic Student-Athlete Experience

ASU Athletics promotes academic excellence, leadership, and community engagement. Student-athletes maintain strong grades, participate in volunteer opportunities, and benefit from initiatives like The Four-for-Forty Squared and strategic partnerships that support personal growth and career readiness.



## Athletic Excellence and Recognition

ASU Athletics consistently earns championships, national rankings, and individual honors, boosting the University's profile and community engagement. Facility upgrades further support student-athletes and enhance the campus for hosting major events, advancing ASU's world-class vision.

ASU claimed the James Frank Commissioner's Cup for the ninth time in 12 years.



**Football** posted its third consecutive winning season (7–5), finishing 2nd in the SWAC East and ranking 4th nationally in FCS attendance. The team earned 8 All-SWAC honors, with James Burgess named a 2nd-Team All-American and the first ASU player to win the Aeneas Williams Award. ASU's defense and special teams ranked among the top in the nation.



**Men's Track** standout Jamarion Stubbs won SWAC titles in the 60m and 200m sprints and qualified for the 2025 NCAA Indoor Championships.



- **Women's Cross Country** captured the SWAC Championship, led by Shamia Jones, SWAC Runner of the Year. Head Coach Ritchie Beene earned Coach of the Year, marking his 60th SWAC title.
- **Women's Track** won the SWAC Indoor Championship, giving Coach Beene his 61st title.
- **Women's Bowling** won the SWAC regular season and earned a national Top 25 ranking, with 8 wins over ranked opponents.
- **Women's Golf** claimed the Hornet Puerto Rico Invitational title and earned top finishes in three major tournaments.



**151**

STUDENTS BENEFITTED FROM  
ACCESSIBILITY SERVICES



**290**

STUDENTS CERTIFIED FOR  
VA EDUCATION BENEFITS



**25%**

INCREASE IN STUDENT  
FITNESS CENTER USAGE

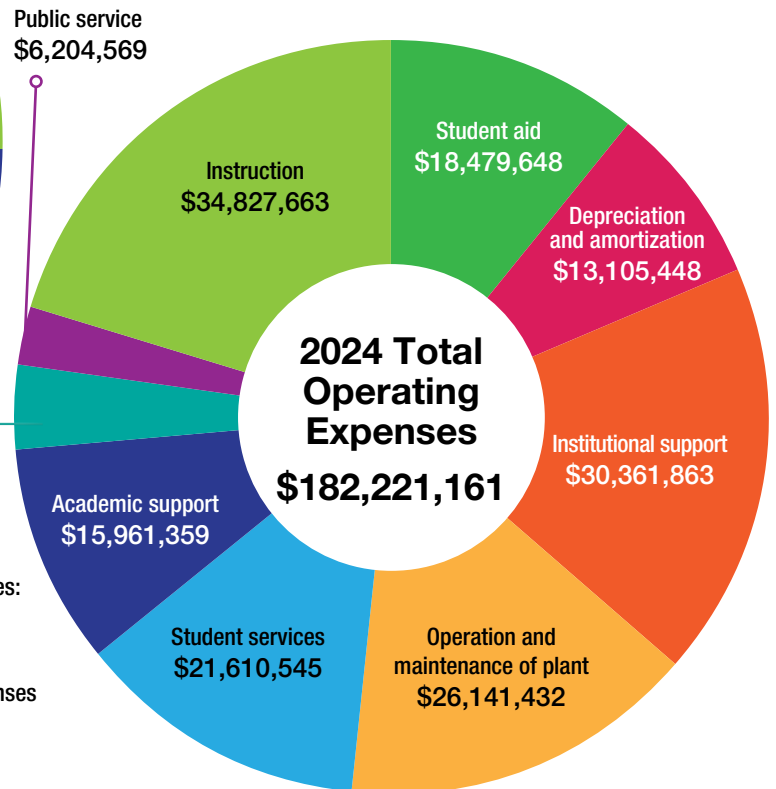
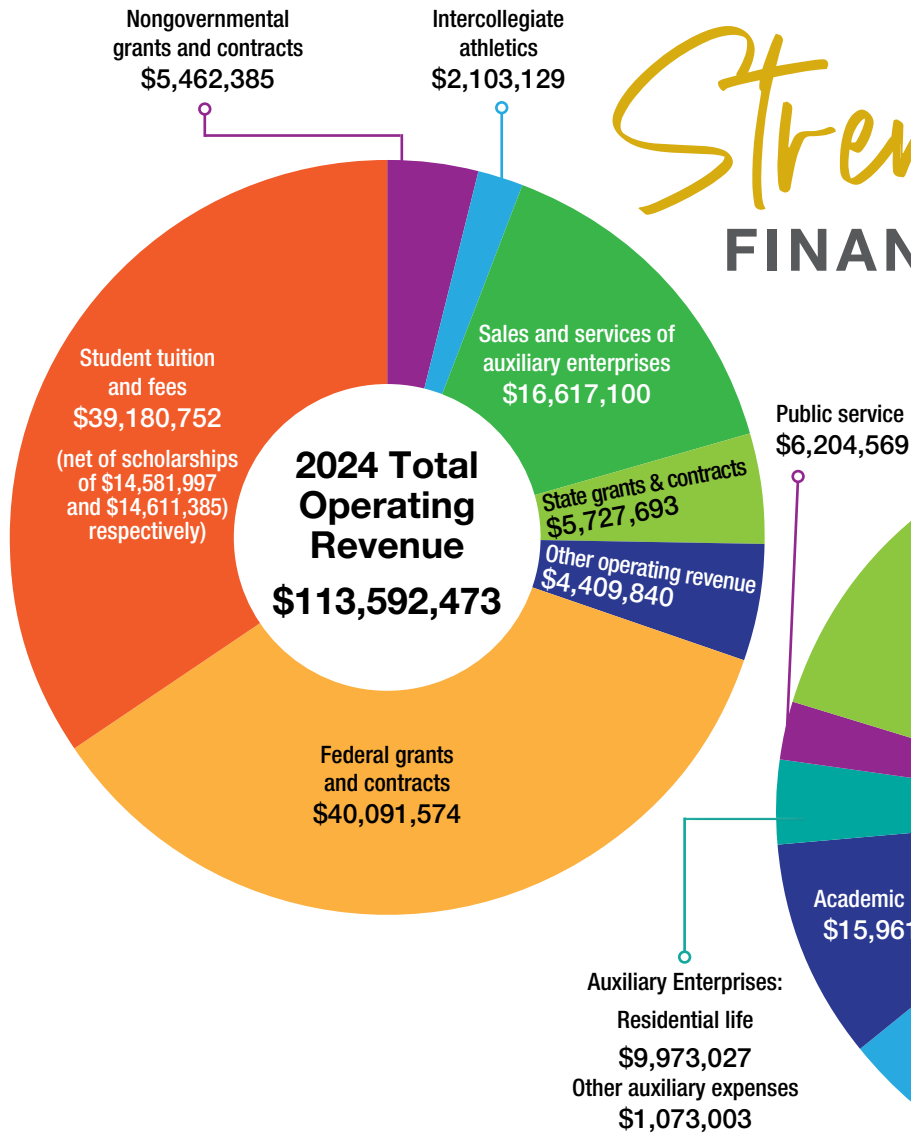
Statistics from Fall 2024

**\$30K+** IN GRANTS HELPED ADDRESS  
STUDENTS' EMERGENCY NEEDS

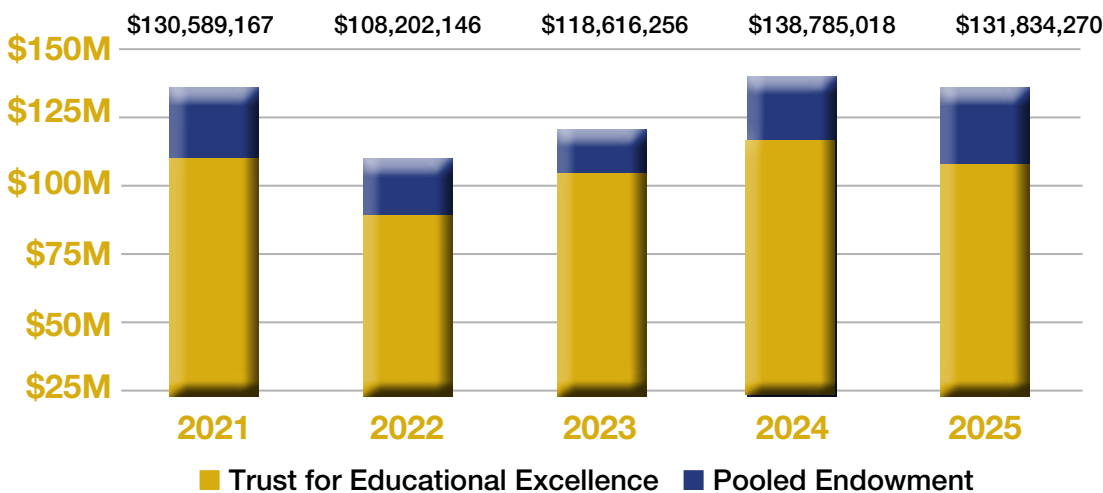
**6,762** STUDENT VISITS TO THE COUNSELING CENTER IN FALL 2024  
—A RECORD NUMBER



# Strengthening FINANCIAL STABILITY



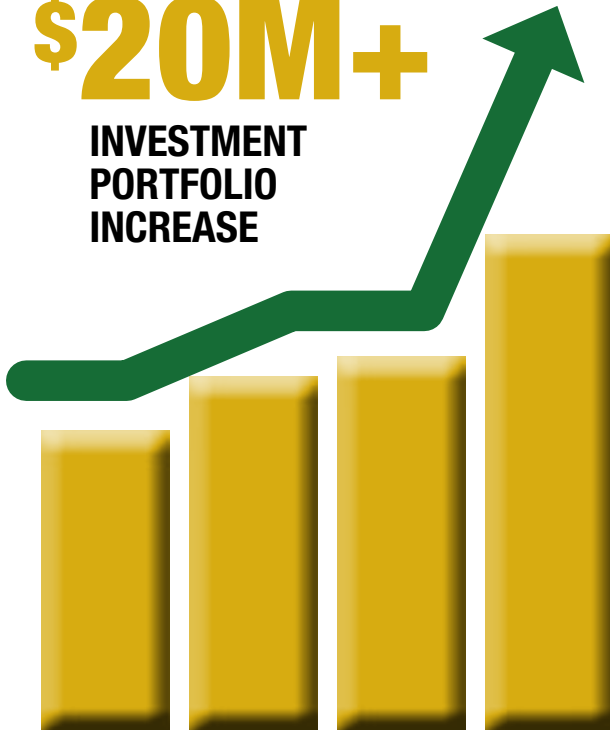
## The Trust for Educational Excellence: Investing in Academic Distinction



The Trust secures ASU's academic future by funding scholarships, endowed chairs, distinguished faculty, and major lecture events. With 25% of annual income reinvested, the trust also supports strategic priorities, including the National Center for the Study of Civil Rights and African-American Culture.

# \$20M+

INVESTMENT  
PORTFOLIO  
INCREASE



## Building Momentum: ASU's Financial Outlook Reaches New Heights

Alabama State University continues to demonstrate strong fiscal leadership and long-term financial stability. Both **Standard & Poor's** and **Moody's** have upgraded ASU's financial outlook to **positive**, recognizing the University's consistent operating surpluses, disciplined debt management, and growing financial resources.

A key indicator of ASU's prudent fiscal strategy is the University's ability to **operate without tapping into its line of credit for nearly four years**, reflecting a high level of self-sufficiency and cash flow stability. In addition, **clean audits with zero findings** affirm ASU's commitment to transparency, accountability, and excellence in financial stewardship.

ASU has also taken a strategic approach to investment and reserves. Through sound financial planning and deliberate adjustments, the University's investment portfolio has **grown by \$20 million, now exceeding \$138 million**. These reserves not only strengthen liquidity but also ensure the University is well-positioned to respond to future opportunities and challenges.

Together, these achievements underscore ASU's focus on long-term sustainability, ensuring that the University can continue to invest in student success, academic excellence, and institutional growth.



## ANCHORED IN FISCAL GROWTH & INSTITUTIONAL INTEGRITY

It is our goal to grow a fiscal ecosystem and management approach that ensures organizational sustainability.

### PROGRESS REPORT

- ✓ Secured a positive outlook rating from S&P and Moody's
- ✓ Achieved a financial statement audit with no findings
- ✓ Maximized investment earnings
- ✓ Clean audits

# Engaging THE COMMUNITY



## Alums Step Up

The newly established Certified Alumni Recruiter (C.A.R.) enhances ASU's ability to connect with prospective students through dedicated alums who proudly represent the University and share their Hornet Pride.

# 1,500+

**STUDENT-ATHLETE VOLUNTEER  
HOURS + \$51K COMMUNITY  
ECONOMIC IMPACT**



## Campus and Community Engagement



The 2024 Buzz Run 5K raised over **\$5,000 for ASU's Track & Field Team and Student Life**, promoting wellness and Hornet pride.



ASU celebrated the 100th Turkey Day Classic with **thousands attending** in person and online. The parade featured **150+ participants**, including Grand Marshal Attorney Fred D. Gray and Mayor Steven L. Reed.



The ASUletide Celebration partnered with HandsOn River Region to provide **gifts for local children**, highlighting ASU's spirit of service and community care.



In March 2025, ASU collected and **donated over 100 books to Montgomery Public Schools**. ASU faculty, staff, and students also took time to visit and **read to students across the River Region** during Read Across America Week.

## Stronger Together: ASU + Community Partners



## ANCHORED IN COMMUNIVERSITY

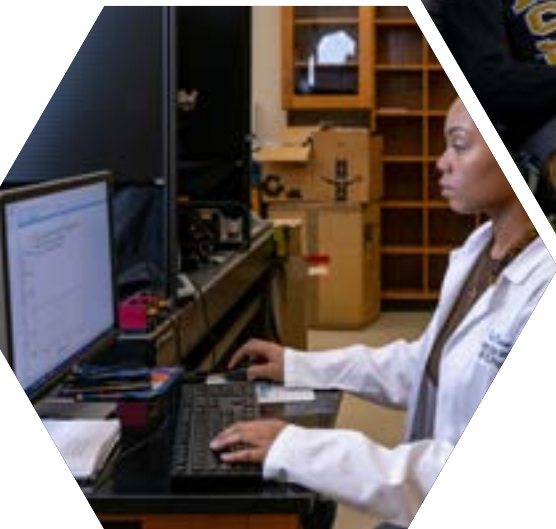
It is our goal to build meaningful partnerships to support ASU's vision and contribute to the larger community.

### PROGRESS REPORT

- ✓ Sponsored events to engage the community
- ✓ Established partnerships with local businesses
- ✓ Expanded Alumni Impact within the Community

# Building

## A STRONGER UNIVERSITY



**496**

**ADDITIONAL STUDENTS  
WILL BE HOUSED  
ON CAMPUS**



## Advancing Campus Infrastructure

ASU continues to invest in strategic capital projects to enhance the student experience and campus environment. Major upgrades and renovations were completed across key academic and residential buildings, including:

- Simpson Hall
- G.W. Trenholm Hall
- McGhee Hall
- Councill Hall
- Tullibody Fine Arts building
- Communications buildings
- McGinty and Peyton Finley Apartments
- Estelle Hall
- King Hall
- Dunn-Oliver Acadome

The old Medical Place building was transformed into a new AFROTC facility, and a new golf clubhouse and classroom facility were built for the award-winning golf team. WVAS 90.7 radio station also received critical technology upgrades to maintain its broadcasting excellence.

To support campus hospitality, a new RV lot was added near Carter Hill Road and Girard Street to better accommodate alumni and guests during major events.

## Expanding Student Housing

In response to increasing housing demand, ASU began planning two new student apartment complexes. Site plans and cost estimates are complete, with both projects on track for completion in fiscal year 2026–27.



# ANCHORED IN CONTINUOUS IMPROVEMENT & GROWTH

It is our goal to continually seek opportunities to improve, strengthen and advance ASU.

## PROGRESS REPORT

- ✓ Set a Gold Standard for customer service
- ✓ Implemented the Ask Stinger AI platform to enhance user support
- ✓ Upgraded computer labs with modern technology
- ✓ Streamlined operational processes for greater efficiency
- ✓ Upgraded campus security camera systems
- ✓ Secured grant funding for essential safety equipment
- ✓ Increased police presence in the Student Center to enhance safety
- ✓ Planned campus expansion to support future growth





## Elevating the Hornet Nation Experience

Alabama State University proudly launched The G.O.L.D. Standard, a groundbreaking customer service initiative rooted in four guiding principles: Be **GENUINE**, Be **OPEN-MINDED**, **LISTEN**, and **DEMONSTRATE EXCELLENCE**. This initiative reflects an unwavering commitment to delivering a world-class experience to all stakeholders of ASU.

At ASU, we believe exceptional service is the foundation of a thriving campus. The G.O.L.D. Standard is more than a program—it's our promise to treat every interaction with respect, compassion, and a genuine commitment to the wellbeing and success of our Hornet community.

**80%** OF FACULTY + STAFF SUCCESSFULLY  
COMPLETED TRAINING + ASSESSMENT



Scan here to learn more or visit  
<https://www.alasu.edu/about/black-and-gold-standard.php>



# \$1.3M

INVESTED IN CAMPUS  
SECURITY UPGRADES

# 400+

SURVEILLANCE CAMERAS

- AUTOMATED  
EMERGENCY GATE
- ACCESS CONTROL DOORS

# \$300K

GRANT PROVIDED  
NEW SAFETY  
TOOLS AND TECH



**A NEW PUBLIC SAFETY SUBSTATION  
WILL BE ESTABLISHED IN THE  
STUDENT CENTER**



## Strengthening Assessment and Data Strategy

ASU implemented the Watermark system to support continuous improvement and accreditation reporting, including training and integration with campus processes. Institutional research and analytics continue to guide strategic planning, with ongoing assessment efforts ensuring accreditation compliance and data-driven decision-making.

## Advancing Technology and Operational Efficiency

- ASU launched Ask Stinger, a 24/7 generative AI platform providing instant support for students, faculty, and staff.
- Campus computer labs were fully upgraded with the latest hardware and software to improve academic support.
- Operational efficiency was enhanced through workflow optimization in Slate (CRM) and PeopleSoft (ERP), improving data accuracy and service delivery.
- ASU also modernized campus infrastructure with a new integrated ID card and meal plan system, enhancing security and streamlining campus access.





# Fueling

## HORNET PRIDE AND LEGACY



**59%**  
INCREASE  
IN AVERAGE  
GIFT SIZE







# \$15M+

Raised during the 2023-24 academic year, recognized and revealed at the 2024 President's Gala



## Advancing Philanthropy and Alumni Engagement

ASU continues to strengthen alumni connections and participation, building a lasting culture of giving. The 2024 Gala ranked among the most successful fundraising events in ASU history. During Homecoming, the 50 Under 50 inductees donated in support of the College of Visual and Performing Arts, further demonstrating their commitment to giving back.

**\$288,799.89**

**2024 Days of Giving Campaign**

**\$108,974.50**

**The Golden Class of 1974**

**\$30,000**

**50 under 50 Celebration**



Hornet Connect is connecting more than prospective and current students. It serves as an amazing tool to engage and inform our alumni base of O'Mother Dear's most immediate needs and how they can make a difference.



## ANCHORED IN PHILANTHROPIC GROWTH

It is our goal to advance ASU's strategic priorities by creating a culture of philanthropy among University stakeholders to increase fundraising.

### PROGRESS REPORT

- ✓ Executed successful Days of Giving campaign
- ✓ Mobilized the Golden Class annual fundraiser
- ✓ Achieved record-high fundraising at the annual Gala
- ✓ Increased attendance at the 50 Under 50 celebration

## The 2024 Global Hornet's Nest

In addition to students from 42 U.S. states, Puerto Rico, and Washington, D.C., ASU spans the globe with students representing 24 countries. This international presence enriches our campus community, fostering cross-cultural understanding and preparing all Hornets for success in a global society.

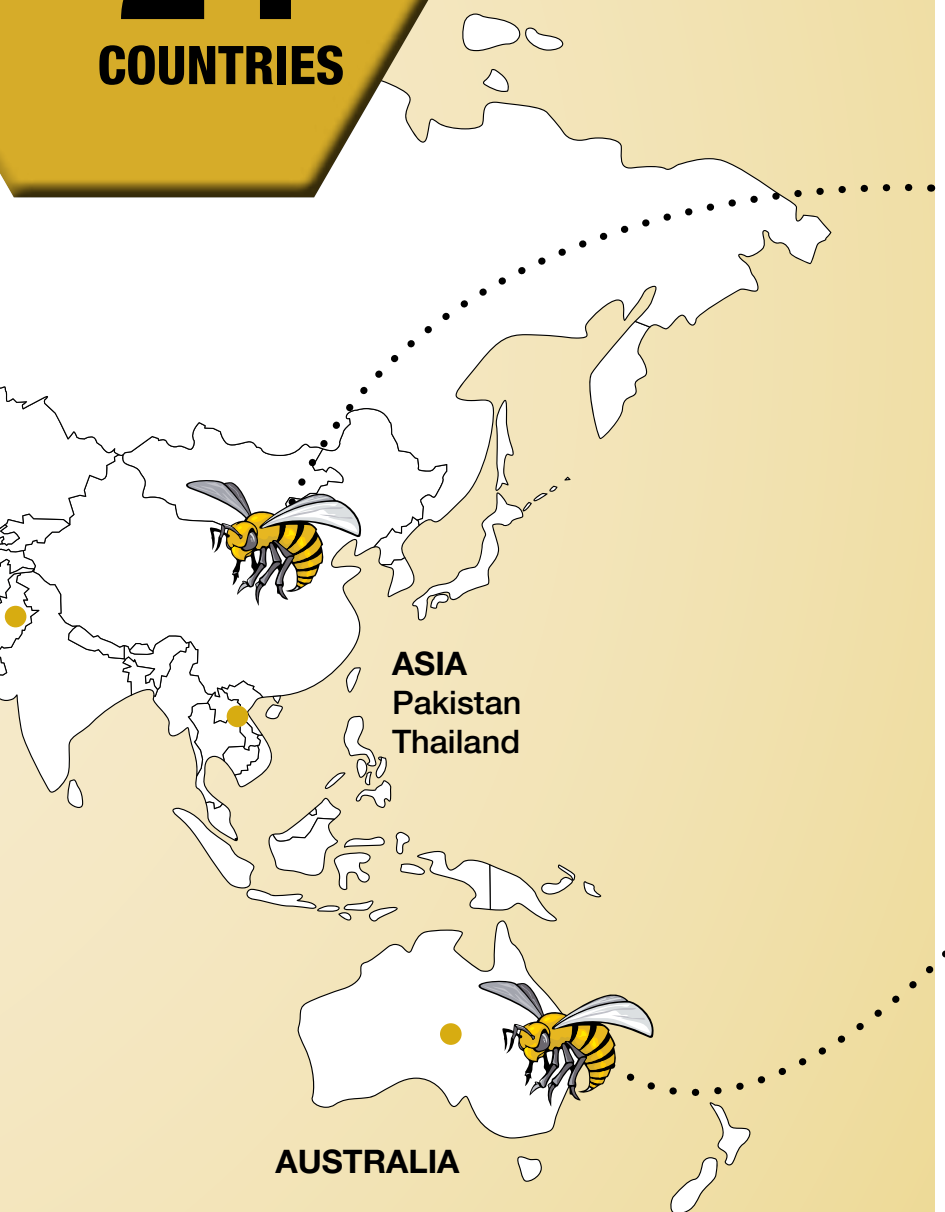
## Expanding ASU'S REACH



**6 CONTINENTS  
REPRESENTED**



STUDENTS  
FROM  
**24**  
COUNTRIES



## ANCHORED IN MARKETING & COMMUNICATION

It is our goal to promote, strengthen and protect ASU's brand, relevance and accomplishments.

### PROGRESS REPORT

- ✓ Established media partners
- ✓ Put ASU in the national spotlight with stories highlighting ASU's academic excellence, student and faculty accomplishments, grant awards and athletic victories
- ✓ Installed new transmitter at WVAS-FM





## Enhancing Visibility and Credibility on a National Scale

Men's Basketball won its first SWAC Championship under Coach Tony Madlock and secured ASU's first NCAA Tournament win, gaining national attention on **Good Morning America** and the **Today Show**.

ASU became the first Division I school to add Women's Flag Football, gaining coverage from **CNN** and **The New York Times**.



A new transmitter enhanced WVAS-FM's broadcasting capabilities, significantly improving its signal reach and quality.

To broaden reach and visibility, ASU established strategic media partnerships with key outlets, including:

- Autaugaville Radio, Inc.
- Birmingham-Shuttlesworth International Airport
- Bluewater Broadcasting
- exploreMedia
- iHeart Media
- Lamar Advertising
- Montgomery Regional Airport
- Summit Media

Major television affiliates include:

- WAKA Action 8 News
- WCOV FOX 20
- WNCN ABC 32
- WSFA 12 News

## Spreading ASU's Good News

- ASU's President Ross Chairs HBCU President's Roundtable
- ASU Police Honor Child at Magic City Classic
- ASU Students Joined by U.S. Rep. Jasmine Crockett for a Get-Out\_the\_Vote Phone Bank
- ASU is Site of Statewide 'ACHIEVE Transfer Student Success Conference
- Justice Department Grant Funds Crime-Fighting Partnership Between ASU Forensics and Montgomery District Attorney
- ASU Awarded \$800K Department of Energy Grant for Neutron Diffraction Research
- \$500K NSF Grant Allows ASU to Participate in Groundbreaking Lung Cancer Research
- Cancer Research Center Awards \$120K to Three Rising Junior Investigators at ASU Honda Contributes More Than \$270,000 to ASU



## **FOCUSED ON THE FUTURE ANCHORED IN EXCELLENCE**

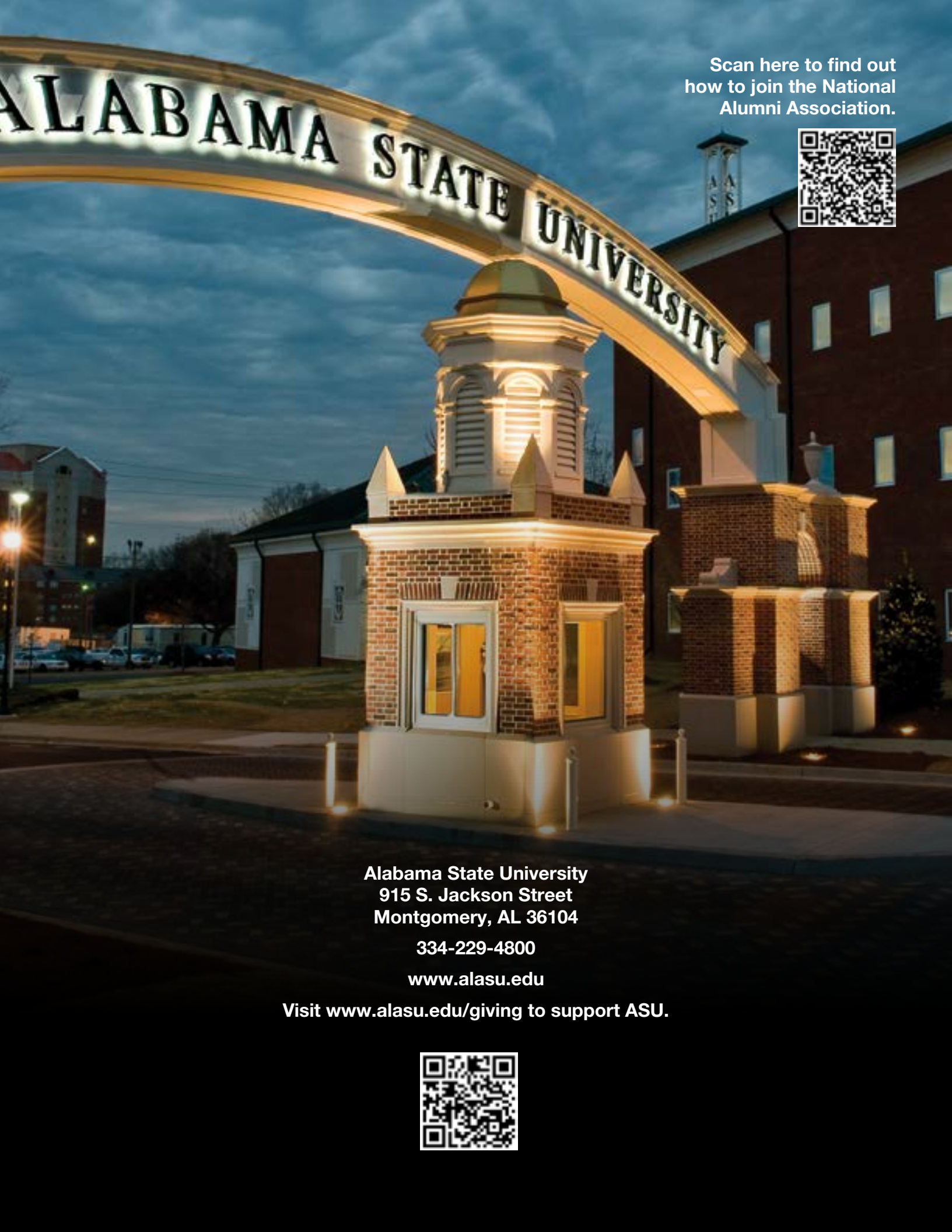
In alignment with the Focus 2030 Strategic Plan, Alabama State University has made substantial advancements in fulfilling its mission of academic excellence, fiscal stewardship and community engagement. This report reflects significant institutional accomplishments across all seven strategic anchors, driven by a commitment to student-centered outcomes, innovation and accountability.

ASU continues to advance with intentionality and strategic foresight. The progress detailed in this report underscores the institution's unwavering commitment to excellence in all dimensions—academics, operations, student support and community impact. As ASU moves confidently towards 2030 and beyond, the University is well-positioned to achieve its goal of becoming a globally recognized leader in higher education. Through prudent governance, purposeful collaboration and a resolute focus on student success, Alabama State University will continue setting the pace for institutional excellence and innovation.



Scan here to read ASU's Focus 2030 Strategic Plan or visit  
[www.alasu.edu/administration/institutional-effectiveness/strategic-planning.php](http://www.alasu.edu/administration/institutional-effectiveness/strategic-planning.php)





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