ASU 2025

A Plan for Alabama State University's Continued Excellence.
Our Vision

Alabama State University (ASU) will achieve global recognition through excellence in teaching, research and service. ASU will advance its current status as a premiere, comprehensive, Level VI regionally accredited institution, to a Doctoral/Research University (DRU) Carnegie Classification–designated institution. We shall become the destination university for students seeking a holistic educational experience. We will build upon quality scholarship and academic rigor to graduate a diverse corps of lifelong learners who are fully equipped to lead and succeed as citizens of the global workforce.

Our Mission

Alabama State University is a comprehensive diverse student-centered public HBCU committed to global excellence in teaching, research and service.

The University fulfills its mission by:

- Fostering critical thought
- Encouraging artistic creativity
- Developing professional competence
- Promoting responsible citizenship in its students
- Adding to the academic and experiential bodies of knowledge
- Enhancing the quality of life through research and discovery
- Cultivating global citizenship through thoughtful (meaningful, purposeful conscientious, intentional) and engaging public service

ASU offers baccalaureate through doctorate degrees in an expansive array of academic programs. We maintain a scholarly and creative faculty, state-of-the-art facilities, and an atmosphere in which members of the university community live, work and learn in pleasant surroundings. ASU offers a bridge to success for those who commit to pursing quintessential educational opportunities and lifelong endeavors.
Our Core Values

**Integrity**
We model sound principles of dignity, ethics, honesty and accountability in our work, stewardship of resources and interactions with others.

**Innovation**
We foster an atmosphere of intellectual and artistic creativity, seeking new ideas, fresh perspectives and pioneering approaches to solving complex problems and shaping the future.

**Excellence**
We pursue and uphold uncompromising standards in teaching and learning, research, customer service, student engagement and community involvement.

**Diversity**
We value the importance of respect, inclusiveness and appreciation for differences, and we seek common ground and understanding as citizens of a shared world.

**Legacy**
We embrace the unique contribution of our forbearers’ place in history and we accept the obligation to preserve the relevance of this legacy for future generations.
Holistic Student Engagement

To employ a holistic student engagement model of focused processes, programs and services that help students achieve success at every point along the college trajectory, from recruitment to graduation to career advancement to alumni involvement.

Fiscal Growth and Integrity

To exercise fiscal integrity through compliance with policies that promote prudent management of institutional resources; and to achieve fiscal growth and stability through targeted fundraising efforts and investments, relationship cultivation and by meeting institutional enrollment goals.
3 Focused Customer Service
To serve the university community and constituents with exemplary and responsive customer service that places professionalism, timeliness, accountability, efficiency, and effective communication at the heart of every interaction.

4 Global Engagement
To broaden the University’s global reach by building international student enrollment, connecting students with meaningful opportunities to study abroad, providing faculty with opportunities for international research collaboration, increasing the number of international articulation agreements and expanding online degree program offerings.
Institutional Goals continued

5 Robust Academic Programs and Leadership
To advance the academic integrity of the community through the development and viability of degree programs, and through the recruitment and retention of the highest quality faculty and administrative leadership.

6 Infrastructure Expansion and Sustainability
To ensure that the physical facilities and infrastructure of the University are adequate to support all programs, activities and services.

7 Continuous Improvement
To assure that each operating unit establishes a core values operating philosophy that reflects the university’s expectations of accurate, timely and professional interactions with all constituencies, and to enhance professional expertise in and responsibility for unit-specific, divisional and institutional operating processes and policies.
Enrollment Growth and Enhancement of Intramural Programs
To increase our ability to serve and expand the University’s enrollment and to offer expanded intramural programs for students.

Leadership
To provide both civic leadership and academic leadership in order to positively impact the community and strengthen the relationship between “town and gown.”
Organizational Chart

Vice President for Institutional Advancement
Lois G. Russell, M.A.T.

Interim Vice President for Technology Services
Larry Cobb, M.S.

Legal Counsel
Kenneth Thomas, J.D.

Athletics
Jennifer L. Williams, M.S.

Vice President for Research and Economic Development
Vacant