OUR MISSION
Our academic programs, research, public service, and creative endeavors enrich lives and create opportunities in Arizona and beyond. We develop solutions to challenges and drive innovation in a supportive, inclusive, and diverse environment.

VISION
NAU leads the way to a better Arizona and a sustainable world through personalized attention to student success and scholarly excellence.

CORE VALUES

Student Centered
We place student success at the center of our academic and service planning, policies, and programs.

Integrity
We operate with fairness, honesty, and the highest ethical standards.

Diversity
We strengthen our community through diversity of cultures, experiences, and perspectives.

Service
We partner with our communities, in the spirit of collaboration, to provide services and expertise to support Arizona, the nation, and the world.

Discovery
We engage in innovation to create, share, and apply new knowledge, scholarship, and artistry.

Excellence
We commit to the highest quality in all endeavors.
GOAL 1
STUDENT SUCCESS AND ACCESS
Educate students to serve, lead, and achieve

OBJECTIVES
1. Increase access to higher education, particularly for Arizona students
2. Enhance student learning through high-quality, student-centered educational experiences
3. Increase number of students who are retained and graduate
4. Increase enrollment, retention, and graduation of diverse students

HOW WE MEASURE IT
ABOR* 2025 Metrics

<table>
<thead>
<tr>
<th>Metric</th>
<th>2018</th>
<th>2025</th>
</tr>
</thead>
<tbody>
<tr>
<td>Freshman Retention Rate</td>
<td>75.8%</td>
<td>80%</td>
</tr>
<tr>
<td>Graduate Enrollment</td>
<td>3,921</td>
<td>4,579</td>
</tr>
<tr>
<td>6-Year Graduation Rate</td>
<td>55.3%</td>
<td>57.5%</td>
</tr>
<tr>
<td>Undergraduate Enrollment</td>
<td>26,783</td>
<td>30,312</td>
</tr>
<tr>
<td>Total Enrollment</td>
<td>30,704</td>
<td>34,909</td>
</tr>
</tbody>
</table>

*Arizona Board of Regents
GOAL 2
RESEARCH AND DISCOVERY

Expand the boundaries of knowledge and creativity

OBJECTIVES
1. Increase nationally and internationally recognized research, scholarship, and creative endeavors
2. Expand research-based training and learning opportunities for undergraduate students
3. Expand and support innovative, cutting-edge research opportunities for graduate students
4. Increase the application of research findings, discoveries, and expertise for the direct benefit of local, regional, national, and international communities

HOW WE MEASURE IT

ABOR 2025 Metrics
Research and Development Activity
- 2017: $46.3 million
- 2025: $46.8 million

Invention Disclosures Reported
- 2017: 46
- 2025: 50
GOAL 3

COMMITMENT TO NATIVE AMERICANS

Become the nation’s leading university serving Native Americans

OBJECTIVES

1. Increase enrollment, retention, and graduation rates of Native American/Indigenous students while providing an unparalleled combination of academic and cultural support
2. Recruit and retain more Native American/Indigenous faculty, staff, and administrators
3. Collaborate with Native/Indigenous nations to develop projects and programs for the direct benefit of Native American and Indigenous communities
4. Promote appreciation and understanding of Native American/Indigenous people, cultures, and nations within the university and in the broader community
5. Strengthen the Native American Cultural Center’s role as a primary point of cultural and educational engagement

HOW WE MEASURE IT

Performance will be measured through University Performance Measures rather than ABOR Metrics.
GOAL 4
ENGAGEMENT
Strengthen university, community, regional, national, and global ties for the mutually beneficial exchange of knowledge and resources

OBJECTIVES
1. Cultivate a diverse environment where all people are included, valued, and respected
2. Build support for university initiatives with both the public and private sectors
3. Strengthen the university’s contributions to the economic vitality of Arizona communities and beyond
4. Integrate community engagement into academic curriculum and university policies and practices

GOAL 5
STEWARDSHIP
Ensure long-term viability of the university

OBJECTIVES
1. Increase the financial stability and strength of the university
2. Reduce the impact of the university through environmentally sustainable practices
3. Engage in continuous improvement practices
4. Recruit, develop, and retain a diverse, high-quality, and motivated workforce
5. Ensure safety is an integral part of the learning and working environment
6. Maintain a physical environment that inspires learning and attracts and retains students, faculty, and staff

HOW WE MEASURE IT
ABOR 2025 Metrics
PUBLIC SERVICE ACTIVITY
2017 ▶ $32.6 million
2025 ▶ $35.5 million

DEGREES AWARDED IN HIGH-DEMAND FIELDS
2017 ▶ 3,579
2025 ▶ 4,500

ACHIEVE
EDUCATION AND RELATED EXPENSES PER DEGREE
2014 ▶ $49,898
2025 ▶ $56,490
“Student success has been, is, and will always be at the center of our academic and service planning, policies, and programs.”

Rita Hartung Cheng, President