Arizona State University has developed a new model for the American research university, creating an institution that is committed to excellence, access and impact. ASU pursues research that contributes to the public good; and ASU assumes major responsibility for the economic, social and cultural vitality of the communities that surround it.

The 10,000 Solutions Project at ASU ignites the power of collaborative imagination to create a solutions bank. Users can share their ideas to impact local and global communities as well as build on others' ideas. This innovative, problem solving platform inspires change making with the chance to win $10,000.

ASU Designed by You is a deck of printed and online cards with three “suits”— people who make up the university (maroon), ideas that propel ASU toward shared goals (gold) and actions we can take to excel at ASU (grey). The cards describe the elements that make up ASU’s DNA so students, community members and employees can learn about ASU’s history, resources and opportunities to promote ASU pride.