While much of the work in the University Advancement division is behind the scenes, much of it too is highly visible. With open lines of communication through personal contacts, special events, written materials and hundreds of media outlets, University Advancement seeks to focus public attention on the University’s assets. University Advancement’s common goal is to benefit the students served today and those who will choose Arkansas State University throughout the next century. The University Advancement division is poised to make a difference.

Alumni Relations Mission: Everything we do strengthens ASU!

Publications & Creative Services Mission: The Office of Publications and Creative Services communicates information about the programs, events, activities and facilities of the university to its various constituencies in a manner that conforms to university and industry standards.

University Development Mission: To Secure and Steward private resources for Arkansas State University.

University Marketing & Communications Mission: We are committed to serving the Arkansas State community as its go-to resource for expert communications and creative services. With a distinctive knowledge of the university and its ongoing mission of educating, enhancing and enriching the lives of its constituents, UMC serves clients as a trusted extension of their teams and a key strategic partner. Together, we strive to create and deliver the right message to the right audience every time, allowing us to aid the university in growing resources, recruitment and its reputation.