Musical Bridges  Composers from around the world contribute original works to ASU’s Building Bridges through Music Festival, begun by a doctoral student with a passion for connecting people through concert performance. 4

Resist the Urge  ‘Retail therapy’ is the impulse to buy to make ourselves feel better. ASU Professor Naomi Mandel tells us how it works. 18

Cybersecurity  Is your information safe on the internet? A donor fights to secure your data. 20

Boundless Spirit

Artists are illuminating scientific concepts thanks to new-venture support that touches all disciplines at ASU.
ASU junior Hadley Griffin overlooks Lough Tay in Ireland, where she studied in 2017. This photo earned Griffin first place for Sun Devil Spirit in ASU’s annual Devils Go Global Photo Contest. ASU, which has more than 250 programs in 65 countries, was recognized for its efforts to enable first-generation students to study abroad. See story, page 11.
Ira A. Fulton and his family were honored as the ASU Alumni Association’s 2018 Philanthropists of the Year. As catalysts for the acceler- ation of the Ira A. Fulton Schools of Engineering and Mary Lou Fulton Teachers College – named for his late wife – along with numerous areas throughout the university, the Fulton family invests in ASU to inspire students, alumni and friends across the world. Meet Ira Fulton at engineering.asu. edu/meet-ira-fulton.

“What Giving Means To Me” Gretchen Buhlig finds magic in her job as CEO of the ASU Foundation.

“I have one of the most rewarding jobs in the world, because it’s really just about listening to people and then connecting them with what they’re passionate about through ASU. That’s when the magic happens … I get to witness the sparkle in people’s eyes when they understand that their generosity has changed lives.”

ASU Gammage
Peter Means | 480-965-6059
Barrett, the Honors College
Mike Murphy | 480-965-2410
W. P. Carey School of Business
Jim Van Winkle | 480-965-8840
Mary Lou Fulton Teachers College
Carly Men | 480-965-8704
Ira A. Fulton Schools of Engineering
David Welsch | 480-727-0897
Weiler Cronkite School of Journalism and Mass Communication
Elizabeth Biermueller | 602-496-9444
ASU West campus
Cindy Men | 602-543-6308
Health@ASU
Suzanne Ritten | 480-965-7330
Sandra Day O’Connor College of Law
Elizabeth Rock | 480-727-6990
College of Liberal Arts and Sciences
Eric Spear | 480-965-7546
Herberger Institute for Design and the Arts
Shawn Richards | 480-965-9885
College of Integrative Sciences and Arts
Cindy Men | 602-496-1126
McCain Institute for International Leadership
Anna Voloshin | 202-531-6227
College of Public Service and Community Solutions
Matthew Ingram | 602-496-0407
Julie Ann Wrigley Global Institute of Sustainability
Jennifer Otter | 480-965-9644
Sun Devil Athletics
Scott Nelson | 480-965-6072
Development Leadership
Gretchen Buhlig | 480-965-9760
Nicole Nytas | 480-965-9662
Engagement Programs
Lea Kilen | 480-965-0878
Robin Heng | 480-965-0830
Planned Giving/Real Estate
Brian Nelson | 480-965-6588
Randy Levin | 480-727-8524
Impact is published twice a year by the ASU Foundation for A New American University as a reminder of how private support enables and en-riches ASU’s creative and innovative enterprise.
“With so much division in our society, it is essential to celebrate the moments that connect people of all walks of life.”  
Melanie Brooks, founder, Building Bridges through Music Festival.
Professor Nathan Newman believes scientists and artists share “an unbridled passion” for their work and an appetite to create. He shared his perspective on art materials as seen through the lenses of physics and materials science as guest curator of the ASU Art Museum’s exhibition, “Material Beauty.” Newman, who holds the Lanton H. Lawrence Professorship in Solid State Science, examined such concepts as the connections between chemistry and physics and the way the human brain discerns color, facial recognition and visual perspective.

Kimberly Marshall

“I want audiences to hear the many possibilities of sound and to appreciate the fantastic music that has been composed for the organ over the centuries,” says Kimberly Marshall, the Patricia and Leonard Goldman Endowed Professor in Organ at ASU. Marshall is renowned worldwide for her performances and expertise in medieval music. She recently inaugurated a new instrument, built in the style of a medieval “Blockwerk,” in Amsterdam’s Orgelpark, a performance space for organ music. At ASU, Marshall oversees a robust concert series on ASU’s Fritts organ, crafted by influential builder Paul Fritts, who constructs organs using the same exacting methods as Europe’s finest builders of the baroque period.

Milton Sommerfeld

When a neighbor asked Milton Sommerfeld, an ASU professor in biological sciences, to evaluate the scum in his pool so it wouldn’t pool so it wouldn’t return, it sparked a four-decade career that culminated in Sommerfeld serving as co-director of the Arizona Center for Algae Technology and Innovation, the first national test bed for outdoor algae cultivation. When Sommerfeld died last year at 76, he left a legacy as a leader in the study of algae biofuels and biproducts, earning him the title, “The Wizard of Ooze.” To honor him, the Sommerfeld family, colleagues and students established a scholarship to advance students pursuing algae research.

The ability to study the biology of an attack without needing an actual heart could lead to new and better therapies for a leading killer in the U.S.

Arizona State University’s biomedical engineering researcher Mehdi Nikkhah is creating the first “heart attack on a chip,” a microengineered chip that mimics a human heart following an attack. The ability to study the biology of an attack without needing an actual heart could lead to new and better therapies for a leading killer in the U.S. ¶ Nikkhah’s research efforts earned a $500,000 CAREER award from the National Science Foundation, which he believes appreciated the biological detail included in the study (he works closely with a cardiologist), but also its educational and outreach component. Nikkhah worked with Tirupalavanam Ganesh, assistant dean of engineering education, to include workshops for underrepresented high school students to work in Nikkhah’s lab. “Including a diversity of ideas and a population that has not come to engineering before really helped in the proposal, considering the NSF wants the end result to be a nation of innovators,” says Ganesh, who receives support for his outreach and retention efforts from ASU’s Women and Philanthropy fundraising group. ¶ Other current research interests in Nikkhah’s lab lie at the interface of micro- and nanotechnology, advanced biomaterials and biology. The lab provides an active learning and highly collaborative environment for students to gain hands-on experience in not only tissue engineering, but also microscale platforms, polymer synthesis and cancer research.
Special Book, Special Spaces
In 1787, Alexander Hamilton asked his fellow Founding Fathers James Madison and John Jay to join him in authoring essays under the name “Publius” to support ratification of the U.S. Constitution. The arguments initially ran in newspapers and were published in book form in 1788. ¶ The first edition of “The Federalist Papers,” or “The Federalist,” was limited to 500 copies, one of which was acquired in 2017 by ASU’s new School of Civic and Economic Thought and Leadership. ¶ “The Federalist” will be housed in the ASU Library, currently undergoing a major renovation, most visibly in the remodeling of Hayden Library, ASU’s largest, most-visited library. Aided in part by private support, the library will serve as a showroom and showcase for the university – a place that is accessible, inspiring and perfectly suited for the educational events engendered by “The Federalist.” ¶ “We can do all kinds of events with these special books,” says Paul Carrese, founding director of the school, who already has introduced “The Federalist” to local schools and community members. “The university is very supportive of the idea of not just hiding them away in the archive.” ¶ Together, the university and its supporters are ensuring that everyone has access to learning about the fundamental principles and ideas that led to the formation of our country.

HOMES FOR VETERANS
On an empty dirt lot at 13th Avenue and Buckeye Road, volunteers gather to hang drywall, stuff insulation or do whatever needs to be done to complete three “tiny” homes taking shape there.

While the typical American home is around 2,600 square feet, tiny homes are between 200 and 600. Proponents embrace them as a way to reduce housing costs or their carbon footprint.

Mackenzie McGuffie, a volunteer at the site taking shape there.

PHOTOS BY ANYA MAGNUSON (TOP); COOPER HSIN (BOTTOM)

PHOTO BY JOHANNA HUCKEBA

PHOTO BY JOHN MANNHEIM

A team of ASU students, also including Sage Hanson, Ben Struys, Junoee Aim and Kristen Hirahara, worked with volunteers. Above, on homes for veterans.
There are nearly 42,000 incarcerated individuals in Arizona. More than 95 percent of them will return to their homes and communities, where they parent an estimated 53,000 children. Thanks to the Arizona Inside-Out Prison Exchange Program, released individuals receive support and guidance in their quest to reintegrate into society. The program, offered by the College of Public Service and Community Solutions’ School of Criminology and Criminal Justice and funded through private support, places ASU students inside a classroom in the medium security section of the Arizona State Prison Complex in Florence, about 65 miles southeast of Phoenix. The ASU students, called “outside students,” join with incarcerated men, or “inside students,” to study issues of crime and justice. They work from the same syllabus and complete the same academic requirements. Under the guidance of Kevin Wright, associate professor and director of the Center for Correctional Solutions, the first class created three programs to aid incarcerated individuals: a re-entry packet to prepare ex-prisoners to reintegrate into society, a family reunification program and a class that educates incarcerated men on the effects of crime on victims. All three programs have been implemented by the Arizona Department of Corrections. Immersive learning and authentic interaction between inside and outside students have been transformative for both, Wright says: “I believe both sets of students leave class inspired to positively impact others around them.”

More first-generation students are experiencing the benefits of studying abroad thanks to a scholarship program that both equips them financially and prepares them to navigate new environments. ASU’s Planning Scholars award program has allowed more than 150 first-generation students to study abroad since 2015. The program was recognized with the 2018 Excellence in Diversity and Inclusion in International Education Award from the Diversity Abroad organization.

The program provides more money. All scholars attend workshops covering topics such as how to find additional funding, choosing the right program and dealing with homesickness. Additionally, workshops cover issues important to first-generation students, such as not adding extra time to college and helping their families appreciate the value of the experience.

The Planning Scholars program was launched by Kyle Rausch, assistant director of the ASU Study Abroad Office, as part of his doctoral dissertation. Rausch, a scholar-ship student himself, received the Linda Brock Scholarship, established by alumnus Linda Brock to support students in Mary Lou Fulton Teachers College.

ASU sent about 2,500 students abroad last year, an increase of nearly 40 percent from four years ago, and has been committed to widening access to students from all kinds of backgrounds.

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Dancers perform at "Science Exposed: Bringing Science to Life Through the Arts," at ASU’s Biodesign Institute. Helping to stage the event was Catalyst Creative, an arts-focused business fostered by entrepreneurship support that touches all disciplines.

By Melissa Bordow
Phil Weaver-Stoesz needed a change of scenery. A master's student in theater, Weaver-Stoesz wanted a break from a performance class, so he took a walk. Starting from the west end of the Tempe campus, home to most of the arts buildings, he headed east until he wandered into unfamiliar territory: ASU’s science and engineering hub.

He soaked in the landscape: engineering worksopaces, planetary exhibits, biology labs. Then Weaver-Stoesz had a revelation. Behind those walls, scientists and engineers unravel the mysteries of the universe, yet we often know little about the impact of their work. Perhaps a theater student is just the person to help scientists communicate complicated research to the public. There was the seed of a business idea: Create an enterprise that makes scientific research visible and understood in engaging ways. “In the arts, we’re trained to be storytellers,” he says. “I looked at all those cool things and I wanted to get involved.”

But Weaver-Stoesz had never started a business. He asked Linda Essig for advice anywhere to theater program leaders. They channeled him into entrepreneurial development programs at ASU’s Herberger Institute for Design and the Arts overseen by Professor Linda Essig, director of the institute’s Enterprise and Entrepreneurship Programs.

Today, that business is Catalyst Creative, which specializes in science communications and impact. Its story of how he transformed a walk across campus into Catalyst Creative is part of a defining characteristic of ASU: Entrepreneurship education and support take place in many and varied ways, for anyone interested in learning how to start a venture, and in all corners of the institution. 

The story of how he transformed a walk across campus into Catalyst Creative points to a defining characteristic of ASU: Entrepreneurship education and support take place in many and varied ways, for anyone interested in learning how to start a venture, and in all corners of the institution. 

As Choi says, it’s about supporting the growth of curiosity, helping people build connections and creating value from ideas. The following are snapshots of opportunity on the spectrum of entrepreneurship at ASU.

THE ARTS

When Weaver-Stoesz brought his idea to Essig in the Herberger Institute, he was starting at the low end of the learning curve, he says. That means support is available for those who don’t see themselves as entrepreneurs, or who may even be intimidated by the entrepreneurial process. That is, much more are engaged on the front end, learning why and how to develop an entrepreneurial mindset. The venture development side is actually a small piece of a much larger picture. Regardless of where someone lands, ASU offers training and support that prepare them to play at a higher level.

Linda Essig

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Sharing the Rewards of a Culture of Innovation

Arizona State University’s investment in research has grown to more than $500 million per year, creating more than 120 startup companies since 2000 that have attracted more than $700 million in private investment capital. Yet there has been no clear avenue to provide ASU’s most committed supporters — its donors and alumni — with unique access to investment opportunities available through their affiliation with America’s No. 1 university for innovation.

Until now. Introducing the ASU Thunderbird Investor Network.

Jeff Minzlin is vice president of investments for the ASU Foundation, one of the five subsidiaries of ASU Enterprise Partners. Minzlin says, “As a top-tier research university, ASU provides a tremendous amount of support for our students to gain the experience in entrepreneurship and innovation they need to become leaders in industry. Similarly, SkySong Innovations (another Enterprise Partner) provides ASU faculty with intellectual property management and technology transfer; allowing ASU’s ecosystem of discovery to have broad societal impact. However, we’ve never had an organized path to support ventures by alumni after they’ve left the university.”

Minzlin says the ATIN will invite ASU- and Thunderbird-affiliated investors, primarily alumni, to become part of that ecosystem of discovery, connecting them with the university’s most promising entrepreneurs and visionary ideas as they enter the marketplace.

BUILDING THE NETWORK

To maintain credibility and trust within the network, investors must be accredited and have an affiliation with ASU or Thunderbird. They may be donors, alumni or their parents and grandparents, and faculty or staff. Similarly, a startup applying to be considered for funding must have a direct ASU connection: a founder, board member or C-level executive who is an ASU or Thunderbird alumnus or alumna. Based on this shared connection, the ATIN provides a mechanism for introducing these ASU-affiliated ventures to network members.

ESTABLISHING TRUST

The ASU Thunderbird Investor Network relies on a robust infrastructure of qualified individuals to support its mission of fostering innovation in the ASU community. The operating team comprises dedicated, expert personnel and resources who manage the network, assisting with company research as well as with coordination between investors and companies.

Members of the advisory board are representatives of the Thunderbird School of Global Management and Thunderbird Angel Network, the ASU Alumni Association, ASU Entrepreneurship + Innovation, SkySong Innovations and ASU Enterprise Partners. The board provides high-level, expert strategy, governance and mentorship.

Student teams — graduate students from ASU’s W. P. Carey School of Business and Thunderbird — will assist the operating team in evaluating companies using the latest in academic research and techniques. The students benefit from real-world experience in the venture capital market, while providing potential investors with state-of-the-art valuing services and unique, fresh insights.

CONFIDENCE THROUGH CONNECTION

The strength of the network is the connections it creates between the best-qualified advisers and managers and the most up-to-date investment research, amplified by the national and international footprint of ASU and Thunderbird.

When a prospective company submits a proposal for consideration, the ATIN Operating Team will review the proposal to ensure it meets applicable investment criteria and weight its viability against the appetite for investment. A student team, supervised by university faculty and working under the direction of the operating team, will carry out intensive research on the prospective company and assemble an investment report which is then distributed to the ATIN.

The company may be invited to make a presentation to the ATIN, which network members may attend in person, watch live via WebEx or review the recording online. Members will have the ability to ask for additional information before deciding whether to invest directly in the prospective company. If a prescribed number of members invest and/or capital is raised, a sidecar fund from the ASU Foundation will co-invest with members to provide additional funding to the company.

Rick Shangraw, CEO of ASU Enterprise Partners, says, “We see big ideas taking shape every day at ASU, and we watch as their creators prepare to become leaders in their fields. We’re delighted to now be able to make the benefits of their entrepreneurship available to the ASU community through the ASU Thunderbird Investor Network.”

For information on the ASU Thunderbird Investor Network, visit alumni.asu.edu/support/invest-asu.

In one respect, developing entrepreneurship support at ASU is like starting a business: It’s a process of learning what works and what doesn’t. “Luckily, because of our character, we’re way ahead of the curve,” says Brent Sebold, who knows the landscape well as director of two venture funding competitions run by the Fulton Schools of Engineering.

He points to venture funding competitions run by the Fulton schools as examples of what works: the eSeeds Challenge and the Ashton Family Ventures, both funded by ASU engineering alumni. Each offers a rich in developing early-stage student ventures, he says, an important part of any support ecosystem.

The eSeeds Challenge was founded by Tom Prescott, who has held management and executive roles in the medical device and medical technology industry. It’s designed for students or faculty members with a prototyped product or solution. Participants must prove their venture’s potential, develop their business model through three highly competitive phases. Winners receive up to $60,000 and the chance for an all-expense-paid trip to advance their vision.

The Ashton Family Ventures, founded by John Ashton, principal of the risk management firm Ashton Tiffany, also provides up to $60,000 and, as important, support to develop a scalable business model. At this stage, Sebold says odds are slim investors will see a significant monetary return. Instead, their ROI is “a swelling heart” and the satisfaction of investing in the next generation of entrepreneurs.

In another respect, the ATIN is like a university startup: “The eSeeds Challenge is a tip of the funnel, the most dedicated entrepreneurs,” says Brent Sebold, who knows the landscape well as director of two venture funding competitions run by the Fulton Schools of Engineering.

The center, founded more than 20 years ago, is designed to foster entrepreneurship and innovation across all disciplines; it is an entrepreneurial hub based out of the W. P. Carey School.

It provides venture-specific, practical guidance to ASU students, faculty and staff actively engaged in starting a business through a mentor network, entrepreneurship workshops, funding challenges and by connecting ASU entrepreneurs with one another.

For those who want to pursue entrepreneurial skills through curricula, Toker says the W. P. Carey School offers courses for both business and non-business majors. The school offers a bachelor’s degree in business entrepreneurship that prepares students to innovate within a business or launch one of their own. Non-business majors can pursue a certificate that allows them to explore entrepreneurship in the context of their major, and learn about business planning, testing the feasibility of ideas and finding funding sources.

At the graduate-school level, W. P. Carey full-time MBA students can choose a concentration in entrepreneurship. Students with start-up business plans are encouraged to participate in the New Venture Challenge, a graduate-level course and competition designed to advance a new-venture concept to the next stage.

Students prepare scenes that will illuminate the science of space exploration.
You won’t find “retail therapy” recommended in a psychiatry manual. It’s not actually a treatment. But it is widely used, usually self-administered and frequently expensive. Retail therapy is the impulse to buy to make ourselves feel better.

Naomi Mandel knows why it works. She’s the Yellow Corporation Professor of Marketing in ASU’s W. P. Carey School of Business and an expert in consumer behavior. Her articles in industry-leading journals earned her associate editorships and seats on the editorial boards of several of those same journals, and a 2015 recognition from the Journal of Consumer Research as one of their top authors over the last decade.

Mandel recalls, “I was reading Spin magazine — this was in the ’90s — and there was an article that had a quote something like, ‘The only purpose for a tennis magazine is to make consumers feel so inferior about their tennis game that they have no choice but to go out and buy all of the items that are advertised on the pages of the magazine.’ That was a lightbulb moment for me. Here I was, reading all these magazines (especially women’s magazines) that made me feel bad about myself, then offered up ‘solutions’ to my problems via the advertised products — skin creams, makeup, diet products, fashion.

“There’s a saying in my field,” Mandel says. “You are what you research.” It seemed like a good idea to try to figure out why this was happening to me.

The why was retail therapy; what Mandel calls compensatory consumption. In an article for the JCR, she and her co-authors wrote that one source of a product’s value to a consumer is its capacity “... to serve as a psychological salve that reduces various forms of distress...”

And where to apply that salve? On what Mandel and her co-authors call self-discrepancies — “incongruities between how one perceives oneself and how one desires to view oneself.” Seeing thin models in fashion ads can lower the self-esteem of a naturally sized viewer. Watching friends get more or better job offers may make a perfectly competent person feel less competent. Knowing their social group is denigrated by other social groups can create a clash between a person’s actual and desired social identity. Advertisers eagerly exploit these self-discrepancies to sell us goods we don’t need.

Consumers have resources of their own, Mandel says, particularly if they don’t like having their self-discrepancies toyed with. “A growing number of Americans are increasingly cynical about marketing tactics,” she says, “and they have an increasing number of tools available to avoid ads completely: internet ad blockers, premium streaming services without ads and so on.”

But strap on a thicker shield and someone will invent a sharper spear. “Marketers customize the ads customers see, or capture them at the point when they are ready to purchase,” Mandel says, “for example, when they are Googleing for a certain type of product. The marketing has become a lot more powerful.”

Mandel says the generation growing up in this era of powerful marketing is developing better defenses. “Younger people are more cynical about marketing than their parents. And they are not passively sitting in front of the TV and watching whatever ads come on. They are interacting with media, so it’s more of a two-way street.” That means the industry is being forced to adapt to reach the younger demographic it craves. “There’s a blurring of the lines between the content and the marketing,” Mandel says. “My teenage daughter loves watching YouTube videos like makeup application videos, gaming videos, ‘unboxing’ videos (where people open up the loot they just purchased). Are these videos really entertainment, or marketing or something in between?”

The field of marketing continuously evolves because of its importance to business success. And some successful businesses choose to share that success with the public that made it possible; the Yellow Corporation, for example, which underwrites Mandel’s professorship in W. P. Carey. Their support comes with no strings, Mandel says. “The only requirement is that I remain a productive researcher. So their support allows me the freedom to pursue the research ideas I want to know the answers to.”

Ideas such as the evolution of marketing — important to researchers like Mandel, as advertisers become increasingly sophisticated in their approach and the technology they wield.

“When I was around five or six,” Mandel says, “a Cheerios commercial came on our TV, and I asked, ‘Why are they advertising that? We already have it!’ My parents always teased me about that because they thought it was so funny, but 40 years later we are almost there.”
Rattling Cybers

Talk to Ed Vasko and you come away worried. Look at the string of letters after his name and you’ll know you should be. ¶ Ed Vasko (CISSP) is a Certified Information Systems Security Professional and CEO of Terra Verde, one of Arizona’s largest cybersecurity companies with clients around the globe. He graduated from ASU in 1995 with a diploma from the New College of Interdisciplinary Arts and Sciences. He returned in 2016 with a gift — and a warning. ¶ Vasko says we’re losing the cybersecurity war “…to individual bad actors selling information via the dark web; to organized criminal groups stealing massive datasets of individual information to enact fraud; to nation states looking to undermine our social and political systems and critical infrastructure.” ¶ Vasko’s gift provided seed money for the Cybersecurity Education Consortium on ASU’s West campus. CEC’s mandate is to address the nationwide shortage of cybersecurity professionals: one applicant for every 10 cybersecurity positions, Jones says. ¶ Kim Jones is CEC’s director. A West Point graduate with 30 years in chief security officer positions, Jones says Vasko is a master of crafting strategy to alleviate threats. “Ed is one of a handful of executives I’ve met who think about issues holistically, understanding the strategic implications of a solution.” Jones’ mission, in the center Vasko helped create, is to train cyberwarriors: “people ready and able to defend their personal data, their family’s data, their community’s data and ultimately, the country’s data,” Vasko says. ¶ And as each new class of cyberwarriors is ready to be called up, there are multiple positions for them on the front lines. Because the threat is already out there.

Vasko is on the front line of the cybersecurity war.

Elizabeth Holman Brooks ¶ Those who give to ASU often do so in a way that expresses endowment and acknowledgement to not only the school, but also to those they love. ¶ One of those is Elizabeth Holman Brooks, who established a scholarship in her late husband’s name to represent his service as an Arizona legislator. “Because he was interested in politics, we decided establishing a scholarship in political science would be a marvelous way to honor him,” she says. ¶ Calvin M. Holman, who served in the Arizona House of Representatives for a decade, died in an automobile accident in 2007. ¶ So Alison Lewis, who manages her family’s L.E. Rue & Joan T. Lewis Foundation, felt a special kinship to ASU Professor Laura Hosman’s SolarSPELL project, a portable, solar-powered digital library that brings e-books and online learning to remote communities devoid of internet access. ¶ The foundation supports Hosman’s team — ASU students, university librarians, faculty and staff who develop educational content and maintain the SolarSPELL device, which comes with its own Wi-Fi hotspot and functions without electricity or existing internet connectivity.
ASU alumna Nicole Carroll, former editor of The Arizona Republic, was chosen this spring to helm USA Today, the most circulated newspaper in the United States. While at the Republic, Carroll often used her leadership position to advocate for philanthropic support of the Cronkite school. She was instrumental in encouraging the newspaper to partner with the school on scholarships and a journalism camp for high school students.

Starfish Place
ASU is partnering with the city of Phoenix and area nonprofits in one of the nation’s first long-term housing facilities for sex trafficking survivors and their children. Under the guidance of Dominique Roe-Sepowitz, director of ASU’s Office of Sex Trafficking Intervention Research, and with grants from the ASU President’s Office and ASU’s College of Public Service and Community Solutions, interns from the college will help staff the facility and work with tenants and their children. Funding will also enable Roe-Sepowitz’s office to evaluate the 15-unit complex, Starfish Place, and its programs to assess its scalability. ASU will also make available to residents five schol- arships to its Public Service Academy, a civilian leadership program.

Evidence shows physical exercise is one of the best ways to stay healthy. A new, free class at the Lincoln Family YMCA on ASU’s Downtown Phoenix campus offers adults with Down syndrome the opportunity to improve their fitness, socialize with peers and have some fun. The class, Exercise Program for Adults with Down Syndrome, or ExDS, pairs students from the Exercise Science and Health Promotion program with adults with Down syndrome. Participants engage in strengthening, stretching, balancing and aerobic exercises. ExDS is the brainchild of Simon Holzapfel, clinical assistant professor in ASU’s College of Health Solutions. A former volunteer coach for students with developmental disabilities, he recognized that the community of people with Down syndrome had few options for exercise outside of recreational and competitive sports. Holzapfel joined with community partners from the DS Network and Aging Matters: Growing Older with Down Syndrome, support and advocacy groups that began promoting the class among their networks. Another partner, the YMCA, made available a variety of exercise equipment. After raising funds through PitchFunder, ASU’s crowdfunding platform, they purchased the program’s first exercise equipment: heart rate monitors, dumbbells and cleaning supplies. The program not only offers an exercise solution for adults with Down syndrome in Phoenix, it also expands the knowledge of students going into the professional fitness industry by providing real-world experience. “I want to shape our students and broaden their expertise in adaptive exercise and exercise prescription for people with disabilities,” Holzapfel says.
ASU is a comprehensive public research university measured not by whom it excludes, but by whom it includes and how they succeed; advancing research and discovery of public value; and assuming fundamental responsibility for the economic, social, cultural and overall health of the communities it serves.

ASU’s charter is a promise to the citizens of Arizona and beyond. The university has made great progress in keeping that promise, and continues to transform into an institution that is critical to the success of the region and the state.

Keeping a PROMISE

Access is meaningful only if accompanied by improved performance in student success, research and reputation.

How They Succeed

RESIDENT FRESHMAN FIVE-YEAR GRADUATION RATES

$546.5 Million 2017

Who it includes

ASU has become far more accessible and attractive to students from families with lower and modest incomes at the same time the university has become a school of choice for students for whom affordability is not an issue.

Research expenditures have doubled every six to eight years.

Advancing Research of Public Value

TOTAL FRESHMAN ENROLLMENT

Families earning ≤ $50,000

Families earning > $450,000

49,000 JOBS

1998

$92 Million

2002

67.8% 2017

2006

$202 Million

2013

$405 Million

PROMISE

$3.76 BILLION IN GROSS STATE PRODUCT

$8.9 Billion WAGES PAID TO ASU GRADS IN ARIZONA IN 2015

$650 Million ARIZONA TAXES ON THOSE WAGES

$35.4 Million PUBLIC SERVICE ACTIVITY

2002

49.3% 2002

1,300 2017

100 2002

$202 Million

$405 Million

$92 Million

JoBS

375 2017

100 2002

First-Generation Undergraduates

Access and outreach efforts, combined with financial aid policies and student success programs, have nearly tripled the number of first-generation students.

7,500 2002

22,070 2017

Five-Year Graduation Rates

2017

65.9%

2002

67.8%

2017

49.3%

2002