

## ASU named one of nation's best

Arizona State University is named as one of the best national universities in the 2008 edition of "America's Best Colleges" by *U.S. News & World Report*.

ASU has advanced its position among the nation's top universities, ranking 124, up six spots from 130 last year. The progress moves the university into the top tier of the rankings.

ASU saw gains in its student performance, quality of its faculty, alumni giving, and expenditures per student.

## Biodesign Institute takes lead in cancer prevention research

Biodesign Institute researchers have received nearly \$9 million in grants to develop a preventive vaccine against cancer.

Stephen Albert Johnston, director of the institute's Center for Innovations in Medicine, will focus his research project on breast cancer.



Stephen Johnston

Johnston is one of just two recipients in the nation bestowed with a five-year, \$7.5 million grant from the Department of Defense's Innovator Award, funded through its Breast Cancer Research Program.

Cancer is the second-leading cause of death in the United States.

## ASU is top producer of Fulbright Fellows

ASU is one of the top universities for producing 2007-2008 U.S. Fulbright Fellows, according to the Oct. 26 edition of the *Chronicle of Higher Education*.

ASU has a record 16 students who are studying abroad on Fulbright awards this academic year, ranking the university fourth among public research institutions. ASU is 14th overall among all research universities. Eighteen ASU students were offered the awards this year, and 16 accepted.

ASU candidates were among the most successful in the nation, with 40 percent of students who applied being chosen to receive the grants. Most leading schools have a 25 to 33 percent success rate.

## ASU Highlights

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ASU Highlights is published by the Media Relations Office in ASU Public Affairs. Contact us at (480) 965-3502 or ([asu.insight@asu.edu](mailto:asu.insight@asu.edu)).

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## Jet fuel from algae? ASU researchers say it's possible

ASU researchers are part of a team led by UOP, a Honeywell company, that is looking at alternative sources of oil that could be used to produce Jet Propellant 8 (JP-8) or military jet fuel.

The goal of the project, which is backed by a \$6.7 million award from the Defense Advanced Research Projects Agency (DARPA), is to develop and commercialize a process to produce JP-8, which is used by U.S. and NATO militaries.

The ASU team in the School of Applied Arts and Sciences will lead an effort to demonstrate the technical and economic feasibility of using algae as an alternative feedstock resource. ASU's researchers Qiang Hu and Milton Sommerfeld will screen for oil-rich algal strains, evaluate their potential as oil producers and develop an algal feedstock production system that will yield competitively priced oil that can be converted into jet fuel.



ASU researcher Milton Sommerfeld, from the School of Applied Arts and Sciences at the Polytechnic campus, is developing algal feedstock as an alternative source for jet fuel.

## ASU grad programs soar in U.S. News college rankings

In a striking confirmation that ASU is now among the best public schools in the nation, *U.S. News & World Report* has ranked graduate programs in three ASU colleges and schools in its top tier, among the top 25 in the nation.

- The W. P. Carey MBA program is ranked 22nd overall, and No. 8 among public universities.
- The ASU School of Public Affairs graduate program ranked 25th nationally among nearly

300 schools considered in the report, and among the top 15 publics.

- The Mary Lou Fulton College of Education ranks 25th for its graduate program, and 16th among public universities.

In addition, the School of Criminology and Criminal Justice in the College of Human Services ranked 16th in the nation. Other graduate programs ranked include fine arts, 30; Earth sciences, 31; engineering, 45; and

law, 52.

While nursing colleges and colleges of design weren't included in this year's rankings, the ASU College of Nursing & Healthcare Innovation ranked No. 32 of 396 graduate programs last year. And in 2008 America's Best Architecture & Design Schools, the ASU master of architecture program was ranked fifth in the West, and the graduate program in interior design seventh nationally.



ASU PHOTO

A nursing graduate screens the eyesight of a client at **Breaking the Cycle**, one of the five nurse-managed health centers operated by the College of Nursing & Healthcare Innovation that provide health care to the public.

## Downtown Phoenix campus ushers in new era of nursing

The ASU College of Nursing & Healthcare Innovation broke ground April 1 for its second building at the Downtown Phoenix campus, the same year the college is celebrating its 50th anniversary.

From its humble beginnings in the basement of Matthews Library in Tempe half a century ago, the college has expanded into state-of-the-art facilities in downtown Phoenix that encompass all of today's modern nursing student needs. The College of Nursing & Healthcare Innovation was one of three pioneering colleges to move to the city's core when the ASU Downtown Phoenix campus was established in 2006.

Now the college is ushering in a new era of helping to meet the nation's nursing shortage with the groundbreaking of their second building downtown. Arizona has 681 registered nurses per 100,000 people, well below the national average of 825 RNs per 100,000 people, according to the U.S. Department of Health & Human Services. Coupled with an expanding and aging population, the need for nurses in the state and country will only grow more acute.

The new five-story, 84,000 square-foot facility will provide five new classrooms, a 200-seat seminar space, student facilities and faculty office and research space.

## \$22M grant launches landmark university initiatives

ASU has received two gifts totaling \$22 million to make seed investments in research areas that push the boundaries of traditional academic disciplines.

Donors Brian and Kelly Swette of Pebble Beach, Calif., and Sharon Dupont McCord and Robert McCord of Paradise Valley, Ariz., have made separate commitments to establish endowments at the ASU Foundation worth \$10 million and \$12 million, respectively.

The endowments have been combined into an Intellectual Fusion Investment Fund for ASU that will promote sustainability initiatives and other research at ASU.

"Gone are the days of one-track learning only," says ASU President Michael Crow. "We require, in addition to a new kind of brainpower, one that calls for such previously distinct subjects as engineering, the arts, economics, social sciences and biology to blend

together. "Cross-discipline collaboration can be electric. Creativity is essential. And those slight shifts in attitude create a dynamic environment in which to work and learn."

Crow announced three immediate investments that include a five-year \$2.5 million investment in alternative fuel research; a five-year \$1 million investment in child development research; and a five-year \$2.5 million investment in human evolution and social change.

## Research expenditures grow to \$218M plus

ASU's research expenditures grew to \$218.5 million in the fiscal year that ended June 30. This represents a growth of \$15 million or 7.4 percent over last year's total of \$203.5 million.

"We experienced decent growth in our research expenditures this year, considering that there was a change in leadership in Congress that resulted in some delays in finalizing the Federal budget," says R.F. "Rick" Shangraw, ASU's vice president for research and economic affairs.

Shangraw says that at these levels of research expenditures, ASU ranks in the top tier of universities without a medical school and without an agricultural school.

The \$218.5 million total research dollars for FY07 comes from a variety of sources. ASU spent \$173.3 million in funds received from the federal government and industry, \$39.1 million in state funds (including Technology & Research Initiative Funds from state sales tax revenue), \$4.3 million in funds received by the ASU Foundation specifically for research projects and \$1.8 million from local governments.

There was a wide variety of projects that brought in major funds in FY07, said Stephen Goodnick, ASU associate vice president for research. Those projects included the Flexible Display Initiative Center, which was funded at more than \$9 million by the U.S. Army; the Lunar Reconnaissance Orbiter Camera project got \$3.85 million from NASA; a Department of Education grant of \$2.35 million went to a program at ASU's Speech and Hearing Science Department to maximize learning opportunities for young children with disabilities, and \$2.35 million from the National Science Foundation (NSF) was provided to the Center for Research on Education in Science, Mathematics, Engineering and Technology for a project on "opening routes to math and science success for all students."



## In THE NEWS

### International Media

Since the 1980s, Nancy Drew novels have been subjected to scrutiny in the field of women's studies and literary criticism raising debates as to the character's worthiness as a role model for young girls. "Each generation of feminists is disgusted at the new generation, but each has to do it their own way," says **Alleen Nilsen**, English professor. "The books for girls used to be really boring. Nancy stood out and is still way ahead of a lot of stuff." *The Globe and Mail*, June 16.

A new study of an early 20th century flu pandemic in Britain shows that people who lived in the country were much less likely to die than those who lived in town. "Death rates were 30-40 per cent higher in cities and towns as compared with rural areas," says **Gerardo Chowell**, associated professor, School of Human Evolution and Social Change. "Mortality was heterogeneous across rural areas, with small populations experiencing higher death rates. Overall, rural areas of England and Wales were relatively spared during the 1918-19 influenza pandemic, perhaps due to greater social distancing than cities," Chowell says. *Telegraph*, Dec. 19.

As corporate social responsibility increasingly captures the interest and imagination of the business world, **David Waldman**, management professor, a pioneer in the field, was in Israel last week to address the subject at a forum hosted by the Jerusalem Institute for Market Studies. "Findings from scientific research are becoming increasingly clear with regard to how CSR is essential for the long-term sustainability of a firm," says Waldman. "Firms that blindly and narrowly pursue the profit motive, without concern for the broad spectrum of stakeholders that are relevant to the long run, are increasingly shown to lack sustainability." *The Jerusalem Post*, Dec. 30.

A survey conducted by ASU researchers found that while both scientists and the general public believe in the potential benefits of nanotechnology, they also think that it may leave adverse health and environmental impacts if not governed carefully. "Our new analysis shows that despite scientists' perceptions of high levels of benefit from nanotechnology research, they tend to agree with the public that they should pay attention to government regulations and unknown risks," says **Elizabeth Corley**, assistant professor of public affairs. *Cambodian Times*, Feb. 16.

"Green buildings" has become a popular term over the past few years, but designers have been experimenting with energy efficiency for decades, says **Harvey Bryan**, architecture professor. "We started to bring in computer controls for buildings back in the 1980s," says Bryan, explaining that original pneumatic controls were replaced by actuators, and then by digital controls. Today, new buildings are almost all fitted with computerized controls for heating and air conditioning. *Financial Times*, Jan. 29.

### National Media

A Senate bill to overhaul immigration laws has caused particular debate in Arizona, where more people cross illegally from Mexico than anywhere else along the U.S.-Mexico border. "These splits are a harbinger of things to come at the national level because Arizona is on the front lines," says **Rodolfo Espino**, assistant political professor. "It shows this issue is not going to fall cleanly on party lines, especially here." *New York Times*, May 23.

In a series of studies, ASU researcher **Andrea Morales**, found that some products – trash bags, diapers, kitty litter – can transfer a feeling of disgust to anything they come in contact with. This phenomenon suggests that supermarkets may want to rethink their product placement. "More and more stores organize products by category," says Morales, "so you have a baby aisle, for example, with diapers and wipes and baby food all together." *Time*, May 24.

Polls taken over the last four years indicate that many Arizonans want the government to take action against illegal immigrants. "No matter how I've asked the question – I could make up a program that said that any illegal immigrant that comes across ... should be put in chains, have no rights, be locked in solitary confinement – 65 percent of the people in

## 4 faculty members earn Regents' Professor title

ASU President Michael Crow and the university's executive vice president and provost, Elizabeth D. Capaldi, have announced four new ASU Regents' Professors for 2008. The selection was ratified April 25 by the Arizona Board of Regents.

This year's honorees are:

- Stuart Lindsay, Edward and Nadine Carson Presidential Chair in Physics, and professor of chemistry.
- James Ohlson, W. P. Carey



**Stuart Lindsay**

Chair of Accountancy.

- Otto Sankey, professor of physics.

- Elly van Gelderen, professor



**James Ohlson**



**Otto Sankey**

of English.

The title "Regents' Professor" is the highest faculty honor awarded at ASU. It is conferred



**Elly van Gelderen**

on ASU faculty members who have made pioneering contributions in their areas of expertise, who have achieved a sustained level of distinction, and who enjoy national and international recognition for these accomplishments.

"In making this award to these four outstanding researchers, it reminds us of the remarkable research that is conducted daily throughout this university," Capaldi says.

## Biodesign leader, professor named 'Researcher of the Year'

Roy Curtiss of the Biodesign Institute at Arizona State University, was named "Bioscience Researcher of the Year" at the third annual Excellence in Bioscience Awards Dinner, held recently and sponsored by the Arizona BioIndustry Association.

Curtiss is a leader in exploring the genetic basis by which bacteria colonize, invade and induce disease. Dubbed in the press as a "70-year-old biology superstar," Curtiss also has considerable expertise in avian, plant and phage genetics. He is director of the Biodesign Institute's Center for Infectious Diseases and Vaccinol-

ogy, where he oversees a 130-member research team working on more than a dozen projects. He is also a professor in ASU's School of Life Sciences and is a member of the prestigious National Academy of Sciences. Curtiss' primary focus is on alleviating suffering and death in the developing world.

One of his major projects is development of a vaccine against bacterial pneumonia. Bacterial pneumonia kills more children around the world each year than any other infectious disease.

## Lynch earns prestigious AZ Professor of the Year award

John Lynch, an honors faculty fellow in Barrett, the Honors College at ASU, has won the 2007 Arizona Professor of the Year honor from the Carnegie Foundation for the Advancement of Teaching and the Council for Advancement and Support of Education.



**John Lynch**

The title is a rare honor for a 39-year-old lecturer. The prestigious award, which is part of the only national program to recognize excellence in undergraduate teaching and mentoring, generally is given to tenured professors.

Lynch was selected from more than 300 top professors in the United States.

## Alumni, staff recognized as top Hispanic leaders under age 40

More than a dozen ASU alumni and staff will be recognized during the upcoming "40 Hispanic Leaders Under 40 Awards" presented by the Arizona Hispanic Chamber of Commerce (AZHCC).

The inaugural event, which takes place Oct. 3 at the Arizona Biltmore, is expected to draw hundreds of community leaders from different sectors to celebrate the accomplishments of young Hispanic leaders in Arizona.

"We've become accustomed to recognizing certain people over time," says Alberto Rodriguez, director of marketing and pub-

lic relations for AZHCC. "We wanted to recognize the efforts that others are doing in the fields of nonprofit, arts and culture, business and education. These are the people we recognize as future leaders."

The top 40 list included the following ASU alumni and staff:

- Diana Bejarano-Medina
- Jaime Casap
- Fred Amador
- Rebeca Ronstadt-Contreras
- Maria Elena Coronado
- April Bojorquez
- Lydia Aranda
- Milton Dellosier
- Stephanie Ribodal

## Julie Wrigley adds \$10M to sustainability investment

Julie A. Wrigley always has been interested in conservation, and has always wanted to do her part to ensure that future generations would have the same quality of life that we enjoy. That was her intention when she went to law school in the early 1970s.

"I thought I would go into the corporate world and help corporations understand their responsibility for the environment," she says. "But in 1975, there was no such thing. Corporate responsibility for the environment developed years later."



**Julie Wrigley**

Today, as a successful businesswoman and philanthropist, she has found a way to give back – or, more accurately, to invest in the future.

In 2004, Wrigley made a \$15 million contribution to ASU to establish the university's Global Institute of Sustainability. From that institute grew the world's first School of Sustainability, which opened at ASU in January.

Now she is making an additional \$10 million investment in ASU to recruit four of the world's leading sustainability scholar-researchers to fill four new professorships that will focus on renewable energy systems, sustainable business practices, global environmental change and complex systems dynamics (which involves the conceptual modeling of human-environmental interactions).

Wrigley believes that a confluence of factors will cause her investments to pay huge dividends.

"Most of the world's population growth will be in urban, arid areas," she says. "Metropolitan Phoenix is in a desert, and is one of the fastest-growing cities in the world. We have to figure out how to manage growth better – and it won't be through traditional means."

In ASU, Wrigley saw a young research university that was not locked into the silos of academic disciplines. ASU President Michael Crow, also a forward-thinking conservationist, was willing to make sustainability a university pursuit.

"Sustainability is an issue that is bigger than all of us," Wrigley says. "Therefore, it will take all of us to solve it."

## West campus becomes new 'Point of Pride'

ASU's growing West campus has even more to brag about these days. It is one of Phoenix's most recent honorees as a "Point of Pride."

"This is wonderful recognition for ASU and the West campus," says Elizabeth Langland, a university vice president and dean of the New College of Interdisciplinary Arts and Sciences. "Everyone associated with the West campus has always recognized this setting as a special place to learn, as a place with world-class faculty, as a campus to be proud of. With this recognition, we continue to take our message to more people."

Joining the West campus as a Phoenix Point of Pride are the Cutler-Plotkin Jewish Heritage Center and the Burton Barr Library – a trio of winners in a city contest held once every four years.

The West campus was nominated in 2007 and was selected by the Phoenix Pride Commission as one of 10 finalists in December. Voting began in February and ended March 20.

## Smithsonian lauds Yzaguirre for lifetime of achievements

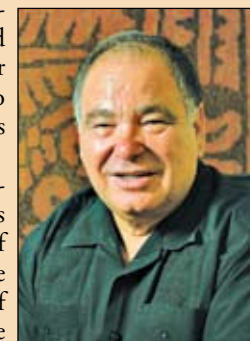
Raul Yzaguirre, ASU presidential professor of practice and director of the ASU Center for Community Development and Civil Rights in the College of Public Programs, was honored with a lifetime achievement award as part of the first-ever Smithsonian Latino Center Legacy Awards ceremony.

Yzaguirre is being recognized for his 30 years as president and chief executive officer of the National Council of La Raza (NCLR), the largest constituency-based national Hispanic organization and a leading Hispanic "think tank" in Washington, D.C., and for his role as founder and director of the ASU Center

for Community Development and Civil Rights.

"Raul Yzaguirre's influence on our nation is legendary," says Debra Friedman, dean of the ASU College of Public Programs. "He is a national treasure. We congratulate him on this rare honor, and thank him for choosing ASU to continue his career. Our Center for Community Development and Civil Rights' educational, asset-building and community development projects are thriving under his leadership."

Throughout his life, Yzaguirre has fought for recognition of Latinos in all sectors of American society, particularly entertainment and culture.



**Raul Yzaguirre**



## Zah's education efforts earn him MLK award

Some people are cut out to serve others through their leadership, says Peterson Zah, ASU's 2008 Martin Luther King Jr. Servant-Leadership Award winner. They don't feel they're doing anything special. They just see a need and step in to fill it.

"Sometimes I think it's not fair to get paid for what I do," says the former Navajo Nation president, who has been a key leader in bringing Native American students from tribal communities to ASU and helping them succeed. "I really love it."

Zah has helped double the Native American student population at ASU, and he continues to build key alliances with tribal and community groups. He helped create ASU's Native American Achievement

Program, a partnership with tribes to provide scholarships, mentoring and advising to students.

Zah also has raised funds for American Indian programs at ASU, helping to bring in hundreds of thousands of dollars from the Department of Interior and the Navajo Nation to support students in the Indian Legal Program.

Zah, an adviser to the ASU president for 13 years, will receive the award at an MLK celebration breakfast. "Our success doesn't stop at enrolling students, or graduating them," Zah says. "Success is helping the schools prepare them for college, working with families, supporting traditional values and developing scholarship programs so they can succeed."



ASU PHOTO  
Peterson Zah

## Weather records find home at ASU with Randy Cerveny

Randy Cerveny has seen a lot of strange weather in his day, but lately the ASU President's Professor is focusing on recording it in his role as the keeper of the world's weather anomalies.

In this new position as the world's Rapporteur on Climate Extremes, within the United Nations-affiliated World Meteorological Organization's (WMO) Commission for Climatology, Cerveny will maintain the world's extreme weather records, and he will be the person who decides if a new record is set or if it is just a bunch of



ASU PHOTO  
ASU's Randy Cerveny welcomes his new role as the world's keeper of weather records.

smoke.

"In the heart of every meteorologist and climatologist beats the soul of a detective," says Cerveny, a professor in ASU's School of Geographical Sciences. "We all appreciate a good mystery, and for those interested in weather, the elements of our atmosphere can often provide the most fascinating puzzles. How can we determine, after a major weather event, if the event was the hottest, coldest, wettest or windiest? Now we will have an official, unbiased list."

## ASU builds nation's first honors campus

The nation's first campus for honors students at a public university will begin taking shape Nov. 5 at ASU, when the first ceremonial shovel breaks ground on a new home for Barrett, the Honors College.

In addition to housing for 1,700 students, the 8.25-acre campus will feature its own dining center, classrooms, faculty and administrative offices and activity space. It will be modeled after residential colleges at Oxford, Harvard and Yale, offering an independent living and learning community with services for academically talented students enrolled in Barrett, as



ASU PHOTO  
The nation's first honors campus broke ground at ASU Nov. 5.

well as others who want the same environment.

The seven-building campus is expected to be completed for the fall semester of 2009, at a cost of about \$120 million.

## Mars facility marks milestone

The Thermal Emission Imaging System (THEMIS) aboard NASA's Mars Odyssey orbiter marked a milestone May 4. An image from THEMIS showing Martian lava flows and wind streaks mingling with impact craters, became the 1,200th "Image of the Day" posted online at themis.asu.edu/latest.html.

The Mars Space Flight Facility at ASU operates the site, which is updated every weekday with images and data from THEMIS. The first "Image of the Day" was posted March 27, 2002.

"We usually select the 'Image of the Day' to show the wide variety of surface features present on Mars," says Kelly Bender, THEMIS mission planner. "Some images, however, are chosen purely for their aesthetic value."

THEMIS is a multiple-wavelength camera that photographs the Martian surface in five visual and 10 infrared bands. At infrared wavelengths, the smallest details it records are 330 feet (100 meters) wide, while at visual wavelengths – as seen in the image – the smallest details are 60 feet (18 meters) wide.

## In BRIEF

### Gammage makes big impact

A study by the League of American Theatres and Producers Inc., the Economic Impact of Touring Broadway on Metropolitan Areas, shows that the series at ASU Gammage resulted in \$41.3 million in spending in the Phoenix metropolitan area in 2005.

According to the report, which was part of a national economic study and included responses from 350 individuals attending shows at ASU Gammage, the 2005 series generated \$23.5 million in direct spending and an additional \$17.8 million in visitor spending.

ASU Gammage is one of the most successful touring Broadway series in the country. The 2006-2007 season outsold most markets for every show in the series.

### Eight/KAET-TV creates 'buzz'

Eight/KAET-TV's Buzz, the pilot for an innovative arts program, has won the prestigious CINE Golden Eagle Award. CINE is a national competition that celebrates excellence in film, video and media arts. The Golden Eagle awards are recognized internationally as symbols of the highest production standards in filmmaking and videography.

### ABC News partners with ASU

ABC News has announced the launch of ABC News on Campus, a partnership with ASU and four other top journalism schools across the country to educate and mentor talented college students.

The network's news division will create five on-campus multimedia bureaus that will open in September. The bureaus will provide an opportunity for students to report on stories

in their region and produce a wide array of content for ABC News' various digital and broadcast platforms, including "Good Morning America," "World News with Charles Gibson," "Nightline," "ABC News NOW," ABCNEWS.com, mtvU, ABC News Radio and NewsOne.

The ABC program at the Cronkite School will be based at the school's new six-story, \$71 million complex in Downtown Phoenix. The building will open in August.

### Partners keep ASU connected

ASU is going mobile with partnerships through Apple, Dell and Verizon Wireless.

In the last year, nearly 2,000 students have purchased laptops through ASU's partners, accounting for more than \$3 million in sales. As a result, the university is working to set up its campuses to accommodate its growing mobile population.

ASU's intercampus buses are equipped with wireless access as part of Verizon Wireless' "Broadband to Go" program, which allows students and employees commuting between campuses to connect to the Internet from their laptops.

### NASA helps ASU sniff out smog

Under a grant from the Environmental Protection Agency (EPA), a team of air-quality modelers, climatologists and air policy specialists at ASU have developed a new way to close the gaps in the global pollution dragnet by using NASA satellite data to detect precursors to ozone pollution, also known as smog.

The technique, devised with the aid of health specialists from University of California-Berkeley, uses satellite data to improve

ASU's existing computer models of ozone events – filling in the blanks while expanding coverage to much larger areas.

### New certificate in bio design

To help meet the need of Arizona's booming bioscience sector and create the next generation of highly skilled, interdisciplinary scientists, the Arizona Board of Regents recently approved an innovative ASU graduate degree in biological design.

The biological design doctoral program seeks to attract and train new scientific talent to use an outcome-driven, interdisciplinary approach in solving major global challenges in human health and the environment. The program is a collaboration between ASU's Biodesign Institute, the Ira A. Fulton School of Engineering, and the College of Liberal Arts and Sciences.

### Medicine gets 'Wii' bit of help

Kanav Kahol, an assistant professor in the Department of Biomedical Informatics in ASU's Ira A. Fulton School of Engineering, and Marshall Smith, a surgeon with Banner Health who directs a medical education center at Banner Good Samaritan Medical Center in Phoenix, conducted studies in which trainee surgeons played a Nintendo Wii video game called Marble Mania, which requires players to develop dexterity in their hand movements to succeed at the game.

The trainees then wore "cybergloves" that allowed Kahol and Smith to evaluate their performance in simulated surgery. The researchers discovered that the trainees who played Marble Mania performed the surgical exercises significantly better than those who did not play.

## In THE NEWS

Arizona would agree with that because they are really frustrated," says **Bruce Merrill**, political scientist. *Christian Science Monitor*, June 4.

A type of rice has been developed that can carry a vaccine for cholera. Attempts to alter plants to produce proteins that induce an immune reaction to various diseases have been under way for years, but none has reached the state where it could be used in humans. "This has not progressed to the degree that we had hoped it would by this time," says **Hugh S. Mason**, ASU researcher. "We're going to have to work on ways to protect it from degradation of the stomach and then release it lower down in the gut so it can be taken up," he says. *Forbes*, June 11.

A new analysis of pictures taken by the exploration rover Opportunity reveals what appear to be small ponds of liquid water on the surface of Mars, however experts have doubts. "The temperatures get plenty warm enough, but the Mars atmosphere is essentially a vacuum," says **Phil Christensen**, Mars scientist. That means any water or ice exposed on the surface evaporates or sublimates away almost instantly, he says. *New Scientist*, June 12.

ASU is part of a nation-wide effort to cut down on carbon use at universities and create greener campuses by distributing free bus passes and opening the first School of Sustainability. "Universities are huge institutions with huge carbon footprints, but they also are laboratories for concepts of sustainability," says president **Michael Crow**. *New York Times*, June 13.

A new shift has occurred in elder-care benefits as a few employers are starting to offer elder-care programs aimed at the health and well-being of the workers themselves. These programs provide counseling and social-support – which have been shown to cut down on depression. However, psychology professor **David Coon** says that training caregivers in problem-solving, nursing skills and stress-management techniques will slash depression rates as well. *The Wall Street Journal*, June 24.

Last month, the US Food and Drug Administration announced that some Chinese seafood tested positive for banned substances. This has led the FDA to restrict certain seafood from China and prompted some Americans to look more closely at ocean selections in restaurants. Yet, nutrition professor **Carol Johnston** says for the most part, "We usually don't pay attention to where our food comes from." *Christian Science Monitor*, July 25.

Many of the nation's most influential schools are getting serious about going green. Recently ASU President **Michael Crow** has joined 283 other university presidents in an agreement pledging to make their campuses carbon neutral. "In the long run, students will say, 'Why would I want to go to a school that doesn't care about this?'" says Crow. *Newsweek*, Aug. 20.

Lucy, the most complete remains of an adult human ancestor ever found, is going on a national tour for the next 6 years, where she will visit 10 museums. "Seeing the original Lucy will surely heighten public awareness of human-origins studies particularly at a time when the validity of evolution has come under fire in our schools," says **Donald Johanson**, director of the Institute of Human Origins. *Chicago Tribune*, Aug. 28.

In a society obsessed with trying to stay young, some people are standing up against the mainstream and deciding to keep their naturally graying locks. **Rose Weitz**, sociology and women's studies professor says that, some cultures view white hair as a symbol of wisdom and maturity while others interpret it as obsolescence and reproductive decline. "For women who see themselves as young, vibrant members of society, the fear is that you become invisible to others when you start to get gray hair." *New York Times*, Aug. 30.

A new study on the hominid skeleton commonly referred to as the "hobbit" found that its wrist is basically indistinguishable from an African ape or early hominid-like



## In THE NEWS

wrist – nothing at all like that seen in modern humans and Neandertals. **Caley Orr**, graduate student and co-author of the study says, “Wrist bones have a lot of complex anatomy, which makes them particularly useful for understanding the evolutionary relationships of living and fossil species through detailed comparative analyses.” *Science Daily*, Sept. 20.

ASU management professor **Pierre Balthazard** has been working on a way to train ordinary brains to act like those of leaders. By recording electrical activity from the brains of managers, Balthazard hopes the resulting data will enable him to plot a map of a leader’s brain. He says the first 50 scans suggest that visionary leaders use their brains differently than others. *Wall Street Journal*, Sept. 20.

Oxygen began to appear on the planet millions of years earlier than scientists had thought, new research indicates. The discovery of traces of early oxygen was made in a study of a 3,000-foot-long rock core extracted in western Australia. “We seem to have captured a piece of time before the Great Oxidation Event during which the amount of oxygen was actually changing – caught in the act, as it were,” says **Ariel Anbar**, associate professor in the School of Earth and Space Exploration. *CNN*, Sept. 28.

A new study in the *Journal of Clinical Medicine* finds that people tend to overestimate – not underestimate – the amount of sleep that they get. “People are losing sleep,” says lead author **Graciela Silva**, assistant professor, College of Nursing and Healthcare Innovation. “Although seven and a half to eight hours are recommended, people sleep, on average, six hours each night,” she says. *ABC News*, Oct. 15.

ASU physics professor, **Kong-Thon Tsen** and his biologist son destroyed a common virus using a super-fast pulsing laser, without harming healthy cells. The discovery could lead to new treatments for viruses like HIV that have no cure. “We have demonstrated a technique of using a laser to excite vibrations on the shield of a virus and damage it, so that it’s no longer functional,” says Tsen. “We’re testing it on HIV and hepatitis right now.” *Wired News*, Nov. 1.

Some fire experts believe that the mass evacuations due to the recent California fires may have been an over-reaction. **Stephen Pyne**, fire history professor says studies show that most houses are lost not to walls of flame but to flying embers in advance of the fire. A homeowner could combat that type of ignition, says Pyne. And he argues homeowners should be permitted to do so, to defend their property. “The point is the house is supposed to be defensible, not impregnable,” says Pyne. *USA Today*, Nov. 1.

A 125-acre proposed water park in Mesa has left some people wondering about the water-use of the park. “Water is a scarce and valued commodity,” said **Jim Holway**, associate director of the Global Institute of Sustainability. Holway says the Phoenix area currently enjoys huge supplies of underground water. But it’s tough to determine exactly how long communities can sustain their rate of water consumption, given that global warming may make the desert even drier. *MSNBC*, Nov. 21.

**Cheryl Nickerson**, Biodesign professor, explains why bacteria her research team sent up to space came back more deadly. “These are not mutated bugs from space,” Nickerson says. “The bacteria aren’t doing anything new.” The space environment acted to “globally reprogram how the bacteria regulated the expression of their genes” enabling the bacteria to adapt to the changing conditions. *Scientific American*, Dec. 1.

The head of ASU’s film-production program, **F. Migueel Valenti** is trying to instill a sense of ethics into movie making, arguing that there is a broken Hollywood system that financially rewards sex and violence for its own sake rather than promoting good storytelling. “My sense has always been that it’s a lot of good people working in a deeply problematic system – a system that doesn’t reward the things that it should,” says Valenti. Valenti, who is also a Hollywood producer, says many people in Hollywood believe that the bloodier a film is, the more money it will make. *Chronicle of Higher Education*, Dec. 7.

## ASU’s nanotech not so small

ASU is ranked sixth overall and scored in the top 10 of three categories in this year’s *Small Times* magazine university rankings, a survey-based scorecard of microtech and nanotech research and commercialization.

ASU led the pack in commercialization, partly because of its number of microtechnology and microelectromechanical

systems patent filings, and because of the commercialization of those technologies by Arizona Technology Enterprises (AzTE).

ASU also made the top three in the facilities category, behind University of Albany-SUNY and University of Illinois at Urbana-Champaign, and is ninth in education, where it beat out Cornell University.

## \$3M grant boosts special education recruiting efforts via Project ASPIRE

ASU’s College of Teacher Education and Leadership has received a \$3.19 million grant from the U.S. Department of Education, the largest single award realized by the college’s department of special education. The grant, funding the Arizona Special Initiative to Recruit and Retain Educators (Project ASPIRE), will be used by the college to recruit and retain mid-career professionals and recent college graduates as special education teachers in high-poverty and remote school districts across the state.

Project ASPIRE combines the activities and expertise of two highly acclaimed programs in the college – the Master’s and Arizona Certification (MAC) and the Professional Development School Teaching Excellence Network through Educational Technology (PDS-TENET) – and expands the existing partnerships between ASU and six high-need school districts. Funds from the grant will be used to prepare and place 145 new special education teachers.

“The Project ASPIRE partnership gives us the opportunity to produce even more effective special education teachers,” says Kathleen Puckett, an associate professor of special education at ASU’s West campus.



ASU PHOTO

## James Rice makes Space Camp fame

**James Rice, of ASU’s Mars Space Flight Facility, was one of the initial eight inductees into the Space Camp Hall of Fame at the U.S. Space & Rocket Center in Huntsville, Ala. Rice is a faculty research associate in the School of Earth and Space Exploration, part of the College of Liberal Arts and Sciences.**

## Minority health research gets a boost

The Southwest Interdisciplinary Research Center (SIRC) at ASU’s School of Social Work is the recipient of a five-year, \$7.1 million grant from the National Institutes of Health (NIH). The award establishes SIRC as a “Center of Excellence” focused on improving health and reducing health disparities among racial and ethnic minorities in the U.S.-Mexico border region.

This renewable funding solidifies SIRC’s research agenda on cultural strengths and resiliency factors found to be characteristics of specific populations.

“Arizona’s minority communities follow national trends, which point to rapid demographic growth, overrepresentation in several disease categories and lack of access to health services,” said Flavio F. Marsiglia, director of SIRC and the grant’s principal investigator. “We will partner with these communities and their health care professionals, to examine how cultural processes fundamentally affect disease and health outcomes.”



ASU PHOTO

**Biodesign scientists Yonggang Ke (left) and Hao Yan are revolutionizing the way in which gene expression is analyzed in a single cell.**

## Study aims to transform gene detection

Scientists at ASU’s Biodesign Institute have developed the world’s first gene detection platform made up entirely from self-assembled DNA nanostructures. The results, appearing in the Jan. 11 issue of the journal *Science*, could have broad implications for gene chip technology – and also could revolutionize the way in which gene expression is analyzed in a single cell.

“We are starting with the most well-known structure in biology, DNA, and applying it as a nanoscale building material,” says Hao Yan, a member of the institute’s Center for Single Molecule

Biophysics, and an assistant professor of chemistry and biochemistry in the College of Liberal and Sciences.

Yan is a researcher in the fast-moving field known as structural DNA nanotechnology – that assembles the molecule of life into a variety of nanostructures with a broad range of applications from human health to nanoelectronics.

The team included lead author and graduate student Yonggang Ke, assistant professor Yan Liu, associate professor Yung Chang, and the center’s director Stuart Lindsay.



ASU PHOTO

**ASU’s Biodesign Institute has garnered the highest designation for eco-friendly design – platinum certification for its Building B which opened in 2006.**

## Biodesign Institute goes platinum

ASU’s Biodesign Institute has garnered the highest designation for eco-friendly design and construction from the U. S. Green Building Council (USGBC).

The platinum certification for “Leadership in Energy and Environmental Design” (LEED) was issued for Building B, which opened in 2006. This marks the first time an Arizona building has received the award.

Building A, which opened in 2004, received gold-level certification. The two buildings were constructed separately but are

connected on all levels by glass walkways.

“Our research attempts to imitate nature’s design,” says George Poste, director of the Biodesign Institute. “So in constructing our facilities, we strove for minimal impact on the natural environment that inspires us.”

Environmentally friendly features range in scale from site and urban planning to interior finishes. The facility entry is near the new light-rail station set to open in 2008.

## ASU finds partner in developing biofuel

ASU has announced a significant research partnership with energy company BP and Science Foundation Arizona (SFAz) to develop a renewable source of biofuel.

The research effort focuses on using a specially optimized photosynthetic bacterium to produce biodiesel – a sustainable, high-energy fuel that can be used in conventional engines.

“This project illustrates the type of high impact research that is possible when state, industry and academic leaders converge on an urgent societal problem,” says George Poste, director of ASU’s Biodesign Institute. “We are delighted to be part of an international research effort with BP and SFAz to reduce our transportation economy’s dependency on oil and develop cleaner, sustainable sources of energy.”

The use of renewable, photosynthetic bacteria in the production of biofuel eliminates the need for costly and complex processing. In addition, the large-scale microbial cultivation, using solar energy and an environmentally controlled production facility, can be set up on arid land.

“A key imperative of our global sustainability initiatives at Arizona State University is to engage our faculty and students and provide innovative solutions for the problems that afflict our planet,” says ASU President Michael Crow. “We are taking advantage of perhaps our greatest natural resource, the abundant sunshine of the Southwest, as a prime catalyst for new discoveries that will benefit our region.”

The renewable technology holds significant promise, with an estimated high biomass-to-fuel yield. Furthermore, because the bacteria are dependent upon carbon dioxide for growth, a more environmentally friendly and potentially carbon-neutral energy source is feasible.



## ASU's fruit fly study plays role in advancing genetics

The humble fruit fly has played a lead role on the scientific stage for more than a century. Tiny picnic pests to us, flies from a single species, *Drosophila melanogaster*, have provided a bounty of Nobel Prize-winning discoveries for researchers in the fields of genetics and developmental biology, and helped serve as models of human diseases such as Parkinson's and cancer.

Now, in a set of papers published in the journal *Nature*, the Biodesign Institute's Sudhir Kumar, along with colleagues Alan Filipinski, Sonja Prohaska and Stuart Newfeld, participated in the largest comparative DNA analysis of higher organisms ever assembled. In all, the complete DNA sequences, or genomes, from a dozen different fruit fly species were assembled to understand the differences between species at the DNA level.

"One major motivation for sequencing the genomes of so many fruit flies is that they will invigorate development of new computer tools to find important DNA parts at a genome scale," Kumar says. "Then, these tools can be adapted to understand the function of different parts of our own genomes to identify disease-causing genes, as well as parts of the genome that allow us to adapt. In this sense, fly genomes act as bioinformatics model sets for human and primate genomes."

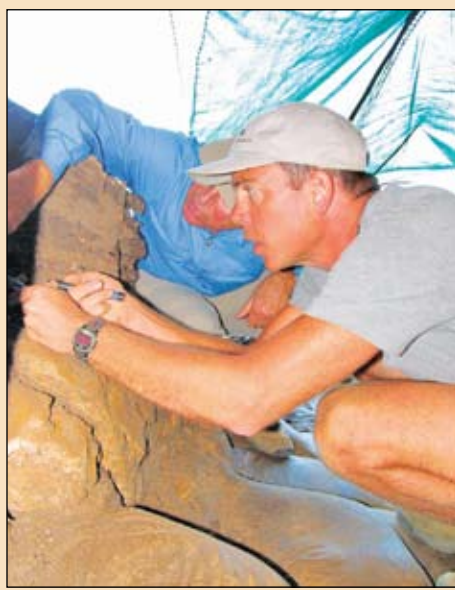
Each fruit fly genome is made up of 130 million individual DNA chemical components, and comparing a dozen species at once was like putting together a billion-piece DNA puzzle. More than 200 scientists were responsible for this massive DNA project, called the *Drosophila* Genomics Consortium.

### ASU team finds new modern human origins

Evidence of early humans living on the coast in South Africa, harvesting food from the sea, employing complex bladelet tools and using red pigments in symbolic behavior 164,000 years ago, far earlier than previously documented, was reported in the Oct. 18 issue of the journal *Nature*.

The international team of researchers reporting the findings includes Curtis Marean, a paleoanthropologist with ASU's Institute of Human Origins, and three graduate students in the School of Human Evolution and Social Change.

"Our findings show that at 164,000 years ago in coastal South Africa humans expanded their diet to include shellfish and other marine resources, perhaps as a response to harsh environmental conditions," notes Marean, a professor in ASU's School of Human Evolution and Social Change. "This is the earliest dated observation of this behavior."



Curtis Marean, a paleoanthropologist with ASU's Institute for Human Origins, and a team of researchers reported findings of evidence of early humans living on the South African coast.

### Science Foundation AZ boosts ASU research

Capping its inaugural year of funding several research initiatives, Science Foundation Arizona (SFAz) has been a catalyst in enhancing ASU's research portfolio. This statewide public-private partnership, made possible by an appropriation from the governor and Arizona Legislature, awarded more than \$8 million to ASU research in 2007.

The investments by SFAz include nearly \$1.1 million in small-business catalytic awards to help develop existing research to the point of technology commercialization; \$1.75 million in competitive advantage awards to seed fund research with the greatest potential to secure significant federal grants; \$525,000 for a K-12 discovery program to create a world-class teacher work force for Arizona schools; and \$1.85 million to support 37 ASU graduate student research fellowships.

In addition, SFAz's Strategic Research Group program (SRG) granted nearly \$3 million to four outstanding ASU research collaborations.

## Initiative aims to improve personalized medicine

The Virginia G. Piper Trust and the Flinn Foundation are funding a \$45 million initiative to advance personalized medicine.

To meet the urgent health care need for earlier medical diagnoses, two Arizona-based philanthropic organizations have committed \$45 million to develop personalized molecular diagnostics.

Under the "Partnership for Per-

sonalized Medicine," the Virginia G. Piper Trust has committed \$35 million and the Flinn Foundation has contributed \$10 million to use a wide range of resources within Arizona in advancing a global personalized medicine initiative.

World-renowned scientist Lee Hartwell has been recruited to lead this effort. Hartwell is a 2001 Nobel laureate, as well as president

and director of the Fred Hutchinson Cancer Research Center. The Hutchinson Center, based in Seattle, is a leader in using molecular diagnostics for the early detection and clinical management of cancer and other diseases.

The cornerstone of the partnership is the creation of the Virginia G. Piper Center for Personalized Diagnostics that draws upon the

scientific strengths of the state's leading bioscience entities: ASU's Biodesign Institute and the Translational Genomics Research Institute (TGen).

ASU President Michael Crow adds that this endeavor "promises to become a shining example of how multiple partners can work together to address a critical need in human health."

## In BRIEF

### Web site connects the cause

Volunteer Information and Referral Services at ASU is a one-stop shop for charities looking for volunteers, organizations searching for volunteer group activities, and people contemplating ways to connect to a cause.

It's also the most comprehensive volunteer Web site in the Valley, says Pit Lucking, coordinator of Volunteer Information and Referral Services, part of Academic Community Engagement Services in University College at ASU.

### Preparing for next 'megacity'

Environmental and resource challenges of a "megacity" – a city with a population that exceeds 10 million or more – are at the heart of ASU ecologist Nancy Grimm's research.

Urban challenges face communities worldwide, with solutions lagging behind. Grimm and her colleagues promote a global perspective of urban development. Their analyses capture some of the commonalities that will face city planners and societies, viewing cities as drivers of – and responders to – environmental change.

### Danforth Chapel turns 60

Danforth Chapel, which celebrated its 60th anniversary on ASU's Tempe campus, has served as the setting for numerous weddings, a sanctuary for quiet meditation, a meeting place for campus religious groups – and a place for students to ponder the spiritual questions of life.

William Danforth, one of the founders of the Ralston Purina Company, established the Danforth Foundation in 1927 as a national education philanthropy. Part of its mission was to fund meditation chapels at universities across the United States, providing \$5,000 for each.

### Degrees target aging population

While the population of the United States is projected to grow by 30 percent over the next two decades, the population of people over age 65 is expected to double.

New bachelor's and master's degree programs in aging and lifespan development, offered by ASU's College of Human Services, will prepare professionals in many fields to respond to the needs of America's aging population.

"Our new degree programs meet a growing demand for knowledge of issues associated with aging," says Kathleen Waldron, interim director of the School of Aging and Lifespan Development.

### Super Bowl yields \$500M

A student-led research team from ASU's W. P. Carey School of Business combed the metropolitan Phoenix area before, during and after Super Bowl XLII to gauge the game's economic impact on Arizona.

The three-month study, led by 24 students in the W. P. Carey Sports Business MBA program, concluded that the game and its related activities generated a record \$500.6 million in direct and indirect spending by visitors and organizations in

town for the Feb. 3 Super Bowl game in Glendale.

In 2006, the W. P. Carey MBA Sports Business program was lauded by the *Wall Street Journal* as one of the top five graduate sports programs in the country.

### ASU paves way for better roads

The next generation of asphalt and concrete pavements used to build and rebuild roads, bridges and other paved surfaces in much of the world likely will be based on a design guide produced by researchers in ASU's Ira A. Fulton School of Engineering. It is the largest transport study to be conducted in the United States.

A team led by Matthew Witczak, a professor in the Department of Civil and Environmental Engineering Officials with the Transportation Research Board of the National Academy of Sciences, is developing new ways to design and construct asphalt and concrete pavements.

### ARAMARK earns contract

ASU has awarded a seven-year contract to ARAMARK Higher Education to provide dining and retail food services at the ASU Tempe campus. The agreement, with potential first-year sales of up to \$35 million, can be extended to 10 years.

ARAMARK was selected based on a comprehensive, proprietary process developed by ASU engineering professor Kenneth T. Sullivan and several other professors.

## In THE NEWS

ASU astrophysicist **Steve Desch** has proposed a new theory of planetary formation in which Uranus and Neptune swapped orbital positions up to four billion years ago. He argues that existing models allow the two planets to take billion of years to form, but chemical clues in their atmospheres show they didn't have that much time. "It's important to form those planets within ten million years, because that's how long hydrogen and helium gas remain in the early solar system," Desch says. *National Geographic*, Dec. 19.

**Dawn McLaren**, ASU research economist says the flagging economy, particularly in the construction industry, has contributed to a noted immigrant exodus. "As the jobs dwindle and the environment becomes more unpleasant in more ways than one, you then decide what to do, and perhaps leaving looks like a good idea," says McLaren. "And certainly that creates a problem, because as people leave, they take the jobs they created with them." *USA Today*, Dec. 22.

When it comes to chronic pain, people who maintain their daily activities and focus on positive emotions do the best, says psychology professor **Alex Zautra**. "These people have the same amount of pain but suffer less." Likewise, focusing on the pain could make it worse rather than better. "Attention is like a spotlight," he says. "When you shine it on something else the pain darkens and you won't suffer as much." *Self*, Jan. 1.

**Chad Johnson**, associate ecology professor is researching the personality of spiders. Specifically, he's interested in why black widows, normally known as a "loner species" have taken so enthusiastically to city life in Phoenix. Such counterintuitive combos of traits illustrate one of the beauties of the idea of behavior syndromes, says Johnson. An animal's behavioral syndrome can foster beneficial action in one situation but maladaptive acts in another. *Science News*, Jan. 5.

The ongoing Democratic presidential race combined with Latino population growth and diverse states on the early calendar have ignited a battle for Hispanic votes during primary season. According to ASU political scientist **Rodolfo Espino**, blue-collar Hispanics are less likely to know of Barack Obama. "People who hear about a challenger tend to be higher educated individuals" who watch news and use the Web, says Espino. *USA Today*, Feb. 6.

ASU researchers have created a mathematical model that offers new approaches to the problem of fighting dual-resistant hospital infections. "Model simulations were used to compare the effects of antimicrobial cycling, in which antibiotic classes are alternated over time, with mixing programs in a setting where the goal is that of reducing the prevalence of dual resistance," says **Carlos Castillo-Chavez**, mathematical biology professor. "Here, we show that cycling may be useful when dealing with dual resistance – the most worrisome hospital situation." *The Post Chronicle*, Feb. 18.

Many choreographers are eager to give their works longer lives than a typical week-long run and take a breather from financing cycles that pressure artists to come up with plans for new dances. But the idea is also meeting skepticism. "It's applying a museum curatorial approach to live art practice, and by 'live' I mean of the moment," says **Simon Dove**, dance department chair. "A museum approach is a way of holding onto something that by its very nature cannot be held onto." *New York Times*, March 16.

The list of patients waiting for organ transplants includes thousands who are ineligible for the operations, according to statistics kept by the United Network for Organ Sharing. "Part of the argument for the push to get more people to be donors, and for expanding the types of procedures that we do to get organs, is there's all these people waiting for organs and dying in the meantime," said **Joan McGregor**, ASU bioethicist. "If the number is not accurate, that's giving people the false impression that the situation is more serious than it is. It's deceptive." *Washington Post*, March 21.



## In THE NEWS

ASU researchers **Lynda Williams** and **Shelley Haydel** have found three types of clay that killed or greatly reduced the bacteria responsible for such dangerous infections as MRSA, E. coli and salmonella. They just don't know how it kills bacteria, a missing link that must be found if medicines are to rise from the mud. "We know they kill bacteria. But we don't know why," says Williams. "The 'eureka!' moment — we haven't had that yet." *USA Today*, April 6.

### Western Media

The use of the internet has changed the way people view ticket scalping and the economics for everyone involved. "In the old days, you had to know a friend of a friend of a friend to get a ticket," says economics professor **Stephen Happel**. "Now, you go online and there are tickets being listed out the wazoo." *Contra Costa Times*, July 7.

Mars has captured the human imagination long before science fiction popularized it, probably because Mars is challenge within reach, says **Phil Christensen**, Regent's Professor in the School of Earth and Space Exploration. "People in general can relate to Mars because the pictures look like something they can recognize. Mars has a familiarity to Earth that people can relate to." *Arizona Daily Star*, July 31.

ASU researchers have built a sophisticated computer program called WaterSim to produce water-use scenarios for urban Maricopa County. "It's about climate change. It's about growth . . . Does anyone really believe we're going to have 8 million people here without some sort of change?" says **Patricia Gober**, co-director of ASU's Decision Center for a Desert City. "Let's make decisions now. What can we do to make us more resilient?" *Arizona Republic*, Aug. 12.

As the southwest grows, questions continue to surround the issue of water-use. Faculty member **Grady Gammage** likened the current situation to that of the Hohokom, the ancient native people who lived and farmed in what is now Phoenix, but were gone by the time European settlers arrived. "I think we are bumping up against going the way of the Hohokom," says Gammage. *Albuquerque Journal*, Sept. 3.

**Wellington "Duke" Reiter**, dean of the College of Design, says there has been a long-running downward trend in the number of architecture graduates going into practice. "Architectural graduates find their skills are applicable to a lot of things other than architecture. This is a profession that takes many years of dedication to begin to master," says Reiter. *Phoenix Business Journal*, Sept. 28.

The nation's top hauler of container rail freight is parking miles of railcars because there isn't enough freight to keep them rolling. "If you take a look at transportation, both trucking and rail, you will see that things started softening last summer," says **Arnold Maltz**, associate professor of supply-chain management. "The reason you are seeing all those cars parked is that the consumer economy translates into slower imports." *San Francisco Chronicle*, March 28.

Some churches are expanding into niches, such as skateboard ministries, as a way to gain and retain young followers. **Charles Barfoot**, faculty associate of religious studies, says many religions are having trouble retaining their young people. "They have to do something, because they are aging congregations," says Barfoot. "The kids, in some ways, are calling the shots in where to go to church." *Arizona Republic*, April 29.

### Eastern Media

After the recent reports of Democratic presidential candidate John Edwards' \$175 haircut society's attitudes might be changing in favor of the "primers." Researchers have found that good looks pay handsome rewards. "People are fascinated by beauty and attracted to beautiful people, and they consistently attribute to them a multitude of positive traits that extend beyond beauty," says ASU assistant professor of marketing **Cheryl Burke Jarvis**. "People are more likely to have their opinions changed and influenced by attractive people." *The News & Observer*, July 14.

## CLAS team wins second annual Academic Bowl

ASU's College of Liberal Arts and Sciences (CLAS) dominated the final round of competition to win the second annual ASU Academic Bowl.

The quick-witted, evenly matched team members, all graduates of local high schools in Tempe, Mesa, Chandler and Phoenix, each won \$4,500 scholarships in the final competition, which took place in the studios of Eight/KAET-TV. With majors ranging from math to Japanese, Erin Hutchinson, Carlos Ross, Ken Lan and Eli Bliss drew on their wide knowledge of history, biology, geography and pop culture.

The national-level competition questions came from the College Bowl championship program, a

tournament that takes place on campuses across the country.

When ASU President Michael Crow stepped to the podium to moderate the final match with the W. P. Carey team against CLAS, expectations were high that the competition would be close. But the well-rounded CLAS team took an early lead and dominated the match. With an audience filled with cheering fans for both sides, CLAS continued to dominate the second half. The final score was CLAS 355, Carey 75.

As runners-up, each Carey team member won a \$1,000 scholarship. Alternate CLAS team members Mary Beth Hutchinson, Whitney Meshay, Mike Rockwell and Jimmy Scanlan also took home \$1,000 scholarships.



ASU PHOTO  
The CLAS team celebrates their final victory against W. P. Carey at the second annual Academic Bowl.

## \$5M gift launches new era for Lodestar Foundation

Arizona's more than 20,000 nonprofit organizations will be the big winners from the multimillion-dollar contribution to ASU's Center for Nonprofit Leadership and Management. The Lodestar Foundation's \$5 million gift, the largest donation in its history, is expected to cata-

pult the center into the forefront of philanthropic research and expand its high-demand programs that strengthen nonprofits.

"In recognition of this landmark gift, the center will be renamed the Lodestar Center for Philanthropy and Nonprofit Innovation," says Robert Ashcraft,

founder and director of the center, and an associate professor in the ASU School of Community Resources and Development.

Several new initiatives to address the sector's top priorities will be implemented by the center over the next few years, including programs to increase overall civic

engagement and promote collaboration among nonprofits.

The Lodestar investment and four new ASU faculty positions are targeted at increasing the understanding of philanthropy's role in society and leading the way to innovation among nonprofits.

## Open Doors report lauds ASU as host for international students

ASU was ranked one of the nation's "Top 25 Leading Institutions Hosting International Students" in a "2007 Open Doors" report. The report was published by the Institute of International Education, the leading nonprofit educational and cultural exchange organization in the United States.

ASU's Tempe campus, with

a total student enrollment of 51,234, was ranked No. 14 on the list with 4,062 international students — nearly 8 percent of the campus' total enrollment.

"The experience of international students on the ASU campuses is enriching for all," says Anthony "Bud" Rock, ASU's vice president for global engagement.

## Cronkite School to launch entrepreneur media center

ASU's Walter Cronkite School of Journalism and Mass Communication, a Knight News Challenge winner, will receive a major grant from the John S. and James L. Knight Foundation to establish a new center devoted to the development of new media entrepreneurship and the creation of innovative digital media products.

The grant, which was announced by Alberto Ibarguen, the Knight Foundation's president and chief executive officer, will launch the Knight Center for Digital Media Entrepreneurship at the Cronkite School.

The grant matched an earlier grant given by the Ewing Marion Kauffman Foundation.

## ASU enrolls record-breaking 2007 freshman class



ASU PHOTO  
ASU welcomed its largest freshman class in history at the start of the fall 2007 semester.

ASU anticipates its freshman class will break records again, with a projected 9,300 students. This number of first-time freshmen is the largest in history, almost twice as large as the entering class 10 years ago.

The number of national scholars in the class (National Merit, National Hispanic and National Achievement) totals 266. The number of freshman national scholars at ASU has increased by 25 percent in the past five years, with the number of National Hispanic Scholars increasing by 180 percent during this time. ASU is among

the top schools in the country for national scholars.

More than one-third of the 2007 freshman class are students of color, doubling over the past 10 years, reflecting the changing demographics of Arizona and the nation. ASU students come from all 50 states and more than 150 foreign countries.

"Our growth in scholars outpaces the overall growth rate, demonstrating that quality and size go together," says Jim Rund, vice president for university student initiatives.

## In BRIEF

### ASU develops Confucius Institute

A comprehensive effort to teach Chinese language and culture in Arizona's elementary and secondary schools is a major focus of a new Arizona State University-Sichuan University Joint Confucius Institute.

The agreement is the latest in a series of initiatives ASU is creating with its sister university, Sichuan University, to implement a new higher education model with global engagement as one of its design imperatives. The ASU-Sichuan University Joint Confucius Institute is designed to engage academic units across each of the universities.

The institute, to be located at ASU's Tempe campus, will be committed to promoting Chinese language and culture studies to elementary and secondary schools, and to the general public in Arizona.

### New informatics certificate

Starting this fall, the School of Computing and Informatics in the Ira A. Fulton School of Engineering will offer a certificate

in informatics — the study of using computer technology to gather, synthesize, store, interpret and visualize information.

"There really isn't an area where informatics doesn't touch our lives," says Dianne Hansford, an associate research professor in the engineering school who will be among the informatics instructors. "Not only is it a key tool for popular Web applications, it's important in almost any area — particularly life sciences, social sciences, business, medicine, mathematics and engineering."

### ASU Art Museum's new initiatives reflect changing art world

The ASU Art Museum has announced three new initiatives — Global Arizona, InterLab and Moving Targets — that underscore the museum's vision to serve as a laboratory for thinking about and enjoying art in innovative ways.

The museum, already a leader among university art museums for its exhibitions, is building on its reputation for innovation and engagement of issues important to our time

and to a broad public.

"In just the last year, ASU Art Museum has documented more than a 40 percent increase in attendance," says Marilyn Zeitlin, director and chief curator of the ASU Art Museum. "We cannot stop here. Changing social values are creating new challenges and opportunities for the art world."

### University gets new online look

ASU has a new online look, thanks to a variety of pages launched or redesigned throughout the summer.

The changes can be found on every level, from individual departments and programs to larger-scale, university-level pages.

One of the most visible changes is the new home page [www.asu.edu](http://www.asu.edu). The design, developed throughout the summer by a team from across the university, is intended to reflect the modern environment present at ASU. It also includes flexibility for features and content that will better reflect the needs of the current and prospective members of the ASU community.



## West, Poly, Downtown campuses gear up for growth

Arizona State University's projected enrollment of 100,000 students by the year 2020 is a statistic that some people find surprising – maybe even shocking. But the projected growth in college-eligible high school graduates demands that ASU expand to support the needs of the state; if not, Arizona children will be denied access to higher education.

Plans to develop the West, Polytechnic and Downtown Phoenix campuses would put ASU enrollment at about 100,000 students by 2020 with approximately 15,000 at West, 15,000 at Polytechnic, and 15,000 at Downtown. The only campus that will experience little additional growth will be Tempe.

The ongoing development at the West, Polytechnic and Downtown

Phoenix campuses allows university leaders to build up the campuses to match the colleges that will inhabit the area.

"The existing academic and physical infrastructures are much smaller than at Tempe, making them the ideal locations for significant growth in our student body size while increasing our academic quality using new approaches to teaching and research," says executive vice president and university provost Elizabeth D. Capaldi.

With a cross-campus, cross-discipline approach to education, ASU is forging ahead to a future that softens the boundaries between university and community, and debunks the old higher learning theory of exclusivity as a way to excellence.



The Sun Devils climbed to the top of the college football polls early in the season with new coach Dennis Erickson leading the way.

## Erickson's Sun Devils muscle way into top 25 football polls

ASU, fresh off a 44-32 defeat of Oregon State at Sun Devil Stadium Sept. 22, climbed into the top 25 Associated Press and USA Today/coaches polls, at No. 23 and No. 25, respectively.

The Sun Devils are 4-0 overall and 1-0 in confer-

ence play, while Stanford enters the contest 1-2 overall and 0-2 in Pac-10 play.

"Like any game in the Pac-10, we've got our hands full," Erickson says, adding: "It's the first time that we've been on the road, so that's something new for us and me as a

head coach."

ASU leads the all-time series against Stanford 14-9, although Stanford is 6-5 against the Sun Devils in Palo Alto. ASU won last season's meeting in Tempe 38-3, but the Sun Devils have not won at Stanford since 1997.

## W. P. Carey graduates break job record

As the MBA marketplace expands, the value of a master's of business administration degree has never been better, particularly in the southwestern United States.

For graduates of ASU's W. P. Carey MBA Full-Time Program, this is proven by the employment figures for the May graduating class. At 90 days post-graduation, 97.4 percent of graduates had accepted a job offer.

The 2007 graduating class also broke the record

for starting base salary of full-time program graduates. This year's class reports a mean base salary of \$86,001 and a mean signing bonus of \$15,334. The class posted an increase of about 20 percent in total compensation over the 2006 class.

"Our W. P. Carey MBA students get hired very quickly, and at increasingly higher and higher salaries," says Gerry Keim, associate dean of the program. "This is the ultimate test of our MBA program."

## Medical students take on law degree program

Most students come to law school to learn to become attorneys, or perhaps to teach. But three new students plan to use their legal knowledge in a different field: medicine.

Brian Braithwaite, Matthew Lahaie and Thomas Parisi are enrolled in the M.D.-J.D. program, a unique educational collaboration launched in 2005 between the Sandra Day O'Connor College of Law and Mayo Medical School in Rochester, Minn. In the spring, all three finished two years of coursework at Mayo. They will spend two years in law school before returning to Minnesota for two more years of medical school.

Ordinarily, obtaining separate medical and law degrees would require seven years of full-time study. But under the M.D.-J.D., students' learning is shortened because the college offers courses at times Mayo does

not and will accept a portion of the credit hours required for a professional degree in law from courses completed at the medical school.

The college's first M.D.-J.D. student, Brian Wilhelmi, graduated from law school in May and is finishing medical school now.

At the end of six years, Braithwaite, Lahaie and Parisi will have earned two degrees enabling them to practice law and medicine.

The young men are close friends and roommates, but they have very different personalities, interests and backgrounds. Each had visited Arizona just once before moving to Tempe for law school.

"As a doctor, you have to have a legal background today, or you're going to be taken advantage of by people who see you as deep-pocketed," Braithwaite says. "Later on in my career, I may be able to defend doctors against malpractice."

## ASU's West campus awards record number of scholarships

ASU's West campus has awarded a record-breaking 296 scholarships totaling \$694,294 for the 2007-08 academic year.

"Scholarships allow our students to focus on their academic studies and provides them additional time to focus on research opportunities, community service or internships," says Elizabeth Langland, ASU vice president and dean of the New College of Interdisciplinary Arts and Sciences on the West campus.

The campus, which has seen enrollment increase to nearly 9,000

undergraduate and graduate students from 5,000 in 2001, is home to four colleges: New College, the College of Teacher Education and Leadership, the College of Human Services and the School of Global Management and Leadership.

The College of Teacher Education and Leadership topped the scholarship list, presenting \$196,439 in academic assistance through 89 awards, followed by New College (\$159,870/60), global management (\$145,061/59), and human services (\$140,524/60).

## In THE NEWS

A conservative group in Virginia is aiming to create laws that could cut divorce rates, however such laws have failed in the past. According to **Ira Ellman** law professor, less than 1 percent of couples have chosen to subject themselves to the more divorce-proof requirements of Arizona's covenant marriage option. "It's been a complete failure from the viewpoint of the proponents who hoped that a lot of people would choose it and that it would reduce divorce rates." *Virginian-Pilot*, July 22.

A 1 1/2-million-year-old skull and jaw found in Kenya gives evidence that *Homo habilis* wasn't a direct ancestor of humans, but rather lived side-by-side with human ancestors. The situation is similar to modern *Homo sapiens* and Neanderthals living side by side in Europe 50,000 years ago, says anthropologist **William Kimbel**. Researchers once thought that Neanderthals were a predecessor of modern humans, but it eventually became clear that they were an evolutionary dead end. Now it seems the same is true of *H. habilis*, he said. *Boston Globe*, Aug. 9.

### South/Southeastern Media

There is a growing gap between America's needs for engineers capable of designing electrical power systems and the number of students getting degrees in the field says **George Heydt**, power engineering professor. "Some universities have canceled programs in this area because they feel the research funding is hard to obtain." *Tampa Tribune*, Dec. 11.

English professor **Neal Lester** offers his commentary on the current political climate and how race figures into current Presidential discussions. "Beyond and including his provocative, relevant, and timely speech last month, a kind of "State of the Union Address on the Status of American Race Relations," Senator Obama is the catalyst for these current and exuberant discussions about race. Were these all white candidates, we would not be having these same textured and nuanced discussions we are now having," Lester says. *The Jackson Herald*, April 9.

### Midwestern Media

The Missouri Legislature recently to do away with the ban on scalping for sporting events. Some research suggests that consumers are protected and prices fall when scalping is legalized. **Marianne Jennings**, legal and ethical studies professor said reasons for that trend were simple. As penalties for scalping are removed, sellers come to the marketplace. Unlike the illicit market, the new marketplace provides consumers with the ability to compare prices and avoid being gouged. *Saint Louis Post-Dispatch*, Sept. 2.

A new hearing device is breaking ground with its ability to combine the use of a cochlear implant and hearing aid. According to **Michal Dorman**, speech and hearing professor, the typical patient who gets the device only starts out with about 20%-30% understanding of speech. "That's not enough to get by on," he says. However the combined device can improve speech hearing and understanding to 90%. *Milwaukee Journal Sentinel*, Dec. 24.

When it comes to Oscar-worthy material directing and writing depend greatly on the performance of actors to capture an audience. "We hang much on the actor's shoulders, even when speaking of a brilliant director," says **F. Miguel Valenti**, the assistant director of ASU's School of Theatre and Film. "After all, would 'Raiders of the Lost Ark' have had the same worldwide impact if [Steven] Spielberg had not had Harrison Ford in the leading role?" *Detroit Free Press*, Feb. 17.

In the aftermath of the subprime mortgage mess mortgage brokers and banks have sworn to tighten lending standards. "First time homebuyers would be better off renting and accumulating a larger down payment rather than jumping into a soft housing market," says **Anthony Sanders**, finance and real estate professor. *Cincinnati Enquirer*, March 16.

## Freshman students get help with ASU 101 class

ASU is debuting a five-week course to introduce first-year students to the unique culture, challenges and opportunities at the nation's largest university.

Nearly 9,000 freshmen spent their first day as college students on ASU's four campuses, bringing to ASU diversity in their backgrounds, interests and goals. By the end of their first semester, all ASU freshmen will know what is expected of them as college students and how to succeed. The ASU 101 class will be presented to students in a small class environment.

ASU 101 students and instructors will discuss the essentials for academic and personal success, such as choosing a major, social diversity, study skills and university resources.



## ASU leads the way in 'green' efforts

### Report defines why sustainability matters

With Arizona's population reaching 6 million people, and the world's population now exceeding 6.5 billion, the new Arizona Policy Choices report, titled "Sustainability for Arizona: The Issue of Our Age," defines the concept of sustainability and reveals how it relates to Arizona's past, present and future.

The report is a joint project of the Morrison Institute for Public Policy and the Global Institute of Sustainability.

The report, the first of its kind, is a primer on the subject – and a targeted analysis for Arizona. In addition to thoughtful examinations of the state's history, economy, environment and society, "Sustainability for Arizona" presents the views of leading policy-thinkers in Arizona and across the country.

The report's contributing authors reveal that Arizona can be an ideal test bed for sustainability, and they also point out the ways in which sustainability efforts have the potential to connect the state with the rest of the world.

### Crow makes 'green' commitment

Led by ASU President Michael Crow, the American College and University Presidents Climate Commitment (ACUPCC) is partnering with the Clinton Climate Initiative (CCI) to dramatically

accelerate and support the efforts of more than 400 college and university presidents who have made the first sectorwide commitment to climate neutrality.

This partnership, launched by former President Bill Clinton at the U.S. Green Building Council's Greenbuild International Conference and Expo in Chicago, will enable colleges and universities to dramatically reduce greenhouse gas emissions and lower their energy bills by upgrading campus buildings – without using their capital budgets or increasing monthly operating expenses.

ASU is one of 11 ACUPCC signatories that also announced the launch of pilot projects with the CCI that will serve as models for other colleges and universities.

### Institute gives ASU sustainable path

Home to the nation's first School of Sustainability, ASU completed renovation on a building to house the Global Institute of Sustainability (GIOS). It is one of the most eco-friendly buildings on ASU's Tempe campus.

The GIOS building consists of skylights for abundant use of natural light; low-wattage lamps, monitored by motion and light sensors, to supplement natural light where needed and ensure that as little energy as possible is wasted; modular chairs that are made of 95 percent recyclable material; filtered water fountains and water coolers to conserve water and to discourage use



ASU PHOTO

**The Global Institute of Sustainability building is one of the most eco-friendly on the Tempe campus.**

of plastic water bottles; bathrooms outfitted with timer-based faucets and bi-valve toilet systems to waste less water; and six wind turbines on the roof, each capable of running 24 hours a day and providing up to 1,000 watts of electricity.

### The future is looking bright for solar lab

ASU's Photovoltaic Testing Laboratory is playing a growing role in testing advanced solar energy systems. The lab recently was awarded an \$800,000 grant through the Solar America Initiative to test new solar energy modules.

The Department of Energy's SAI program aims to make solar energy cost-competitive with more conventional forms of electricity. The program has the goal of bringing solar energy's price down to the 5 cents to 10 cents per kilowatt-hour range by 2015.

## SkySong opens for business

SkySong, ASU's Scottsdale Innovation Center, has opened its doors with a number of ASU units moving in.

More than 20 global startups and mid-sized companies from Canada, China, Germany, India, Japan, Turkey, Mexico and Singapore have joined the university's efforts to change the entrepreneurial landscape of Arizona and the world.

Key tenants of the first phase include ASU, Canon and American Solar. Ticketmaster already has agreed to space in Phase II, locating research and development units at SkySong.

The opening marks the comple-

tion of the first 157,000-square-foot building. A second building is under construction with completion scheduled for May.

The mixed-use project, designed with a targeted 1.2 million square feet of high-tech commercial office, research and retail space, also will house 14 ASU units, including the Edson Student Entrepreneur Initiative, ASU Technopolis and the Enterprise Arizona Venture Center.

"The opening of SkySong represents a new chapter in ASU's ability to engage with, and positively influence, Arizona's economy," says Julia Rosen, assistant vice president for economic affairs at ASU.

## Edson entrepreneurs take idea to Ireland for global enterprise

Murat Karatas had trouble communicating with professors and peers in his broken English when he came to ASU from his native country of Turkey to study marketing. Karatas talked with advisors, peers and others to seek feedback on an entrepreneurial idea that would make language learning more convenient. He applied for a grant through the ASU Edson Student Entrepreneurship Initiative to further explore the concept.

"Now, here we are creating a business," Karatas says.

Karatas and team, Ahmet Uludag and Koksal Cengiz, who he met through the business school's Ph.D. program, are preparing to launch Livelanguages.com, an online forum connecting language tutors with learners worldwide. Karatas coins it the "eBay® of languages."

Karatas is leaning on the expertise

of five students attending Dublin City University (DCU) in Ireland to learn more about European markets and how the business could succeed there.

Strong ties exist between ASU and DCU in other capacities, so it was logical for the two universities to work together on entrepreneurship, thus creating the International Student Entrepreneur Support program.



ASU PHOTO

**From left to right are Edson language entrepreneurs Ahmet Uludag, Murat Karatas and Koksal Cengiz.**

## Crow strengthens ASU ties with China

ASU President Michael Crow recently led a delegation of ASU faculty and staff to China to deepen and solidify ASU's sister-institution relationship with Sichuan University, officially launch the Confucius Institute, and expand relationships with the Ministries of Education and Science and Technology to support ongoing ASU research, teaching and learning programs in China.

Another goal of the 11-day trip was to expand ASU's support network of donors based in Asia, in addition to building linkages with ASU's expanding China-based

alumni network.

A highlight of the trip was joining about 10,000 guests at the centennial celebration of Tongji University, located in bustling port city of Shanghai.

Also at Tongji University – which was established as Tongji German Medical School in 1907 – the ASU delegation attended the International Forum on Urban Development. The forum also was sponsored by the United Nations, the Chinese Ministry of Construction and the Shanghai municipal government, and its theme was globalization and urban development.

Events at Tongji University included a meeting that featured Crow, in addition to Anthony "Bud" Rock, ASU's vice president for global engagement; Buck Pei, associate dean of the W. P. Carey School of Business; Jennie Si, professor of electrical engineering and director of China research initiatives; Mariko Silver, director of strategic projects in the Office of the President; and Tongji President Wan Gang to discuss expanding ASU's existing collaboration with Tongji in the areas of urban sustainability and biofuels.



ASU PHOTO

### ASU brings Mars to China's youth

**Chinese youth got a chance to be part of the first-ever China Youth Space Academy, an ASU program to encourage the study of space and engineering.**

## In BRIEF

### e-Advisor helps students find major that fits

A new tool is now available to help ASU students find their way through the maze of majors. Called eAdvisor, the online advising and tracking program complements personal academic advisers by helping students understand the courses that are required for a specific major. eAdvisor helps students explore majors in a systematic fashion.

eAdvisor enhances advising by providing the prescriptive advising element – telling students what and when they should take courses – while in-person advising allows the advisors to deal with the "people issues," such as exploring interests and examining special circumstances.

### ASU to graduate record class of 8,000

A record 8,000 students are expected to graduate May 8 from ASU, a number that surpasses last spring by at least a thousand. The commencement ceremony at 9 a.m. in Wells Fargo Arena is expected to be a full house.

Larger enrollment and an economy that still beckons college graduates may be pushing the increase. The demand for an educated work force persists, with more employers recruiting on campus this year and a 15 percent increase in online job postings, according to Elaine Stover of ASU Career Services.

The largest-ever class of 243 nurses will graduate, along

with 900 teachers, 675 engineers, 210 lawyers, 600 business undergraduates and 550 MBAs.

### ASU offers emergency text message

In an effort to reach as many students, faculty and staff as possible during an emergency, ASU has added text message notification to its list of communication channels.

The new system joins an existing pool of communication methods that ASU can deploy during an emergency to inform students, faculty and staff.

Launching the text message system is part of a comprehensive endeavor by ASU to better inform the university community about emergency preparedness and response.

### Partnership named 'Best of West'

ASU's College of Teacher Education and Leadership has received "Best of the West" recognition from the Western Maricopa Coalition (WESTMARC) for its innovative partnership with Teach For America, a nationally renowned organization that enlists top-level teacher prospects in the effort to eliminate educational inequality.

ASU's partnership with Teach For America is designed to prepare and mentor a highly selective national corps of recent college graduates, known as "corps members," who commit

two years to teach in urban and rural public schools in low-income communities and become lifelong leaders for expanding educational opportunities.

### Piper Center welcomes Pulitzer Prize winner

He's perhaps best known for his epic play "Angels in America: A Gay Fantasia on National Themes," which runs seven hours in two parts and won 11 major awards.

Tony Kushner's reading is sponsored by ASU's Virginia G. Piper Center for Creative Writing. Other plays by Kushner include "A Bright Room Called Day" and "Slavs!" His work has been produced at the Mark Taper Forum, the New York Shakespeare Festival, the New York Theatre Workshop, the Los Angeles Theatre Center and theaters around the globe.

### ASU Police settles into new home

ASU Police has settled into its new facility that is nearly double the size of its former space on the Tempe campus.

Along with a more visible location, the 40,000-square-foot building provides joint-use meeting space to conduct forums and presentations for ASU students, faculty and staff; additional suspect/victim interview rooms and space for in-service training; improved detention, evidence and records rooms; and an enhanced communications center.