

## INSIDE INSIGHT

### Shining StARS

Group uses new media to recruit students **2**

### Energy challenges

Engineering innovators to meet at ASU **3**

### Life experiences

ASU graduate aims to help others **5**

### SMALLab boost

Grant helps fund collaborative initiative **8**

## ASU on the Web

ASU launched an improved version of My ASU the last week of July in its continued efforts to provide more information, more quickly and efficiently, to the ASU community. As the Web has become an integral component of how people, particularly students, interact with the university, ASU responded by developing an enhanced, personalized online experience.

Students now have access to view their class schedules, contact advisors, register for classes, order textbooks, check grades, request transcripts and conduct other university business in one place. The "My Stuff" tab allows them to customize information to stay connected to the university and the world through various gadgets.

Faculty and staff have direct access to teaching and student support tools, and human resource tasks such as paychecks and time reporting. The development team will be working through the coming months to build more personalized services for ASU employees.

"My ASU will help improve the university, help people feel more engaged with the community. I think this can make a real difference," says Adrian Sannier, ASU's university technology officer.

Also new to the My ASU site is access for all members of the ASU community to "My Files" and "My Apps."

"My Files" provides 4 gigabytes of reliable file storage easily accessible from anywhere there is Internet access. During the fall semester, an enhanced "My Apps" capability will provide a one-stop shop of connectivity to all the different software applications available at ASU.

A collaborative core team from University Technology, Undergraduate Student Initiatives, and the Provost Communications Group worked intensely with other ASU units to design and develop a site that combines the former My ASU, ASU Interactive and Students page into a personalized experience.

The team listened to student, faculty and staff input to develop the new My ASU. They also researched student traffic on the ASU Web site, navigation patterns and the methods in which users conducted their ASU business online. Feedback from users is encouraged to help ensure that the site is easy to navigate and for planning future improvements.

For more information, visit [http://asunews.asu.edu/20080715\\_myasu](http://asunews.asu.edu/20080715_myasu).

To suggest a Web site to be profiled in *ASU Insight*, send the site address to [asuinsight@asu.edu](mailto:asuinsight@asu.edu).

## University announces budget reduction plan

By Sharon Keeler

ASU has announced a plan, pending consultation with the University Senate and approval by the Arizona Board of Regents, that will reduce \$6 million a year in academic administrative costs as part of its effort to respond to state funding reductions.

ASU has already made tens of millions of dollars in spending cuts, primarily in administrative services and by not filling non-faculty personnel vacancies, to deal with its reduced state appropriation. The university budget was cut \$22.65

million in its state appropriation for fiscal year 2009 and \$6.6 million in fiscal year 2008.

The plan announced Aug. 18 involves the mergers of a number of academic units to streamline the university's academic administration. The changes would not reduce ASU's academic offerings. In some cases, duplicative or closely related programs would be combined – and, in others, the merger of related disciplines would create new and dynamic academic programs.

By reducing administrative overhead and consolidating support

services in several dozen academic areas, the university would save \$6 million annually by the end of the first full fiscal year of the plan's implementation. Students would not lose access to any degree programs and no faculty positions would be lost. Unfortunately, however, two dean positions, 18 department chair positions and about 28 administrative and support positions would be eliminated. An additional 33 vacant administrative and support positions would not be filled. The employees in all these positions have served the university well and have

been important members of the ASU family. But reducing personnel is the only way the university can absorb its budget reduction.

The two deanships and 18 department chairs that will be eliminated are all held by faculty who would return to being full-time faculty members. The 28 staff reduced would continue to be paid under the terms of their existing contracts. The university's Human Resources Department will provide each employee with an individualized information packet as well as

(See UNIVERSITY on page 6)



TOM STORY PHOTO

## Come on in

A group of young students enters the door at the new Center of Educational Innovation's Polytechnic Elementary School in East Mesa. Classes began Aug. 11 at the center, which is managed by University Public Schools Inc., an affiliate of ASU. The school is starting with its first class of about 220 students ranging from kindergarten age through sixth grade.

## Cronkite School settles in to new Phoenix digs

The new Phoenix home of the Walter Cronkite School of Journalism and Mass Communications officially opens Aug. 25, a spectacular 21st century learning center designed to teach and inspire digital media innovation while capitalizing on a premier location in the heart of the nation's fifth-largest city.

The Cronkite building, which also will house one of the country's largest PBS stations, KAET/Eight, is the culmination of a unique partnership between ASU and Phoenix.

It was only four years ago that the city's mayor, Phil Gordon, and

ASU President Michael Crow conceived of a downtown ASU campus. In 2006, a \$223 million bond, strongly supported by the Phoenix City Council, was approved by voters by a 2-1 margin.

The Cronkite building represents the largest single portion of that investment at \$71 million.

"We're grateful to the city of Phoenix and its citizens who supported the creation of the Downtown Phoenix campus in the center of the city," Crow says. "This incredible, state-of-the-art building offers students the opportunity to learn their chosen trades in a facil-

ity that is equipped with the latest technology in close proximity to the Valley's major media outlets."

The Cronkite building, an ultra-modern structure of glass, steel and concrete built by Sundt Construction Inc. and designed by Steven Ehrlich Associates in partnership with HDR Architecture, rises six stories along North Central Avenue, two blocks north of Van Buren Street.

Features include the First Amendment Forum, a multiple-tiered public space designed for informal daytime gatherings of students and faculty as well as nightly public events;

the Cronkite Theater, a 144-seat venue that, along with the forum, is equipped with ready-for-broadcast, high-definition TV cameras; and the Marguerite and Jack Clifford Gallery, a museum-inspired, glass-enclosed space to display artifacts that bring to life the history of the news media, the school and the career of the school's namesake, legendary CBS News anchor Walter Cronkite. Other building features include seven state-of-the-art professional newsrooms and media incubators, seven other digital computer labs, the Sony TV Studio, the

(See CRONKITE on page 7)

## Researchers take big step in forecasting climate change

By Joe Kullman

ASU researchers have made a breakthrough in understanding the effect on climate change of a key component of urban pollution. The discovery could lead to more accurate forecasting of possible global warming activity, say Peter Crozier and James Anderson.

Crozier is an associate professor in ASU's School of Materials, which is jointly administered by the College of Liberal Arts and Sciences and the Ira A. Fulton School of Engineering. Anderson is a senior research scientist in the engineering school's Department of Mechanical and Aerospace Engineering.

As a result of their studies of aerosols in the atmosphere, they assert that some measures used in atmospheric science are oversimplified, and that they overlook important factors that relate to climatic warming and cooling.

The research findings are detailed in the Aug. 8 issue of *Science* magazine, in the article "Brown Carbon Spheres in East Asian Outflow and Their Optical Properties," co-written by Crozier, Anderson and Duncan Alexander, a former postdoctoral fellow at ASU in the area of electron microscopy and the paper's lead author.

So-called "brown carbons" – a nanoscale atmospheric aerosol species – are largely being ignored in broad-ranging climate computer models, Crozier and Anderson say.

Studies of the greenhouse effect that contributes directly to climate change have focused on carbon dioxide and other greenhouse gases. But there are other components in the atmosphere that can contribute to warming – or cooling – including carbonaceous and sulfate particles from combustion of fossil fuels and biomass, salts from

(See ASU RESEARCHERS on page 7)

## Students set to occupy residence halls at ASU

By Julie Newberg

ASU will welcome nearly 11,000 new and returning students as move-in commences this week.

Two new residence halls are opening: Taylor Place on the Downtown Phoenix campus and Vista del Sol in Tempe.

Taylor Place offers residents the opportunity to live in the heart of the city in a 13-story, 576-bed tower.

Taylor Place at First and Taylor streets will welcome students from the Walter Cronkite School of Journalism and Mass Communication who will take classes in their new building this fall as well as residents from colleges represented downtown: College of Public Programs; University College; College of Nursing & Healthcare Innovation; and Barrett, the Honors College.

Taylor Place's design encompasses features such as exterior bridges connecting the towers, ground-floor retail, dining, shade garden, fitness center and 24-hour security desk. The building incorporates sustainable elements such as dual-flush toilets and a green cleaning program.

Vista del Sol in Tempe will welcome about 1,800 upper-division residents to its location at 701 E. Apache Boulevard. Vista del Sol offers modern amenities such as fully furnished living quarters and one-, two-, three- and four-bedroom apartments.

Study rooms, student lounges, computer and business center, a media and theater room, swimming pool and a fitness center are among amenities.

Students also can take advantage of basketball and sand volleyball courts, a game room, a clubhouse and student development programs.

Vista del Sol offers a variety of educational, recreational and social activities to support its residents.

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## ASU's StARS shine spotlight on college life

By Corey Schubert

A group of six students at ASU's College of Public Programs are using new media in unique and creative ways to recruit students.

The students are in the Student Ambassador for Recruitment program (StAR), which provides them an unedited student voice as they work in concert with staff recruiters to assist in the recruitment and retention process.

This is the first – and only – program of its kind at ASU. It's among only a handful of similar social-media-focused recruitment programs across the nation, including Cornell University.

The StARs each have an interactive blog linked through the college's Web site, and they frequently answer e-mails from potential students who have concerns and questions about student life at the ASU Downtown Phoenix campus. The team members also make videos for YouTube to show examples of what they're learning, and how much fun it is to take classes at the college.

"This generation of students has always interacted through new media," says StAR student Samuel Richard. "The days of recruiting at a table in a high school are done."

Since the program began in January, freshman enrollment has increased at units within all three schools at the college. Freshman enrollment more than doubled this academic year in the nonprofit and leadership management program.

Among the team's biggest successes is the recruitment of a student who was accepted to Harvard and Yale but chose to enroll at ASU in the College of Public Programs based partly on the personal connection she felt with the StARs, who traveled to Tucson to meet her in person before she made her decision.

Some college recruits have merged organically, because they knew friends of friends on the



The StAR students in ASU's College of Public Programs include, front row, from left: Candi Henriquez, Samuel Richard and Kirsten Martin; back row, from left: Elenia Sotelo, Amarone Thach and Edward Jensen.

FELIPE RUIZ-ACOSTA

StARs' Myspace and Facebook pages.

The StARs represent each of the schools within the college: the schools of social work, public affairs, and community resources and development. They primarily write about their perspectives on being a College of Public Programs student and voice their opinions on issues they face as students. Topics on their blogs primarily are related to their academic major.

The StARs include Elenia Sotelo and Edward Jensen, who are urban and metropolitan studies majors; Candi Henriquez and Samuel Richard, who are nonprofit leadership and management majors; Amarone Thach, a tourism development and management major; and Kirsten Martin, a social work major.

"You're getting an almost real-time perspective from students who are in the college, and in the programs that potential students are interested in," Jensen says.

Richard is quick to point out that social media

is a great vehicle to meet potential students, but is just one step in developing an overall relationship.

"The Internet and social media are one piece of a larger puzzle that leads to a more holistic recruitment experience," Richard says. "It's not only about Myspace, and it's not only about tabling high school campuses. The magic happens somewhere in-between."

The StAR Web site includes a guide for new students, a calendar of events, and a "Downtown 411" section in which the students offer reviews of local restaurants and suggestions of places to visit near the ASU Downtown Phoenix campus.

The StAR Web site is located online at [copperstar.asu.edu](http://copperstar.asu.edu). For information about the StAR program, contact Dena Frei at (602) 496-0411 or [dena.frei@asu.edu](mailto:dena.frei@asu.edu).

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## McGrath named executive director of Career Services

University Student Initiatives has appointed Kitty McGrath as executive director for Career Services. Her appointment, which began Aug. 12, will help lead efforts to provide needed support to ASU's 23 schools and colleges.

McGrath is the former director of the Business Center at the W. P. Carey School of Business. She has served in various positions in career management at W. P. Carey since July 2000.

"In a rapidly changing and increasingly competitive world, it is important that we provide our students with the best possible professional preparation and employment opportunities," says James Rund, vice president of USI. "It is paramount that we match our high-caliber students with an extensive range of professional options. With the appointment of Kitty McGrath to executive director of Career Services, we intend to do just that by supporting academic units and broadening the reach and scope of career services."

McGrath joins career services with more than 25 years of experience in the field of career development and placement. McGrath says ASU's career services will play a major role in building and sustaining the work force in Arizona and in the nation.

"With the high quality of education our students receive, they are invaluable to employers in Arizona, the United States and across the globe," McGrath says.

McGrath began her career at ASU as director of the W. P. Carey School

of Business Graduate Career Management Center. In February 2005, she was assigned responsibility for the creation of a career center for business undergraduates in the school, and she currently is director of the Business Career Center.

Before joining ASU, McGrath was director of Career and Placement Services at the University of Notre Dame in South Bend, Ind., for 15 years. She also served as director of Career Services at Indiana University at South Bend and as associate director of the Career Center at Indiana University in Bloomington, Ind.

McGrath succeeds Ray Castillo, who recently retired after guiding thousands of graduating students to their first professional jobs throughout the duration of his 35-year career that started and ended at ASU.

McGrath has been active at the regional and national level in professional associations related to university career services and recruiting. She was president of the Midwest Association of Colleges and Employers, served on the Board of Governors of the National Association of Colleges and Employers, and chaired the Career Planning and Placement Commission of the American College Personnel Association. She also served on the Board of Directors of the national MBA Career Services Council.

She has been recognized for her leadership within the college and university career services profession and is the recipient of the Midwest Association of Colleges and Employers Paquette Award and the MCPA President's Award. She also was recognized by the University of Notre Dame for exemplary service and received the Special Presidential Award.

McGrath completed her undergraduate and graduate degrees at Northwestern University in Evanston, Ill.



Kitty McGrath

## Piper Writer's Studio offers early fall workshops

By Judith Smith

Are you interested in writing for young audiences? Finishing your screenplay? Finally getting that novel off the ground?

ASU's Piper Writer's Studio is offering a series of workshops beginning Aug. 25 to help beginning and experienced writers accomplish their goals.

Each course is led by an experienced writer from the local community who guides workshop participants through different aspects of a specified genre.

Beginning and One-Day workshops are appropriate for writers of all experience levels. Online courses are a convenient way to take advantage of the Piper Writer's Studio from anywhere in the world. Participants use Web-based forums to submit their work and interact with the instructor and other class members.

The early fall schedule includes two sessions.

Session I classes, beginning the week of Aug. 25 and running through Oct. 13, include:

- "Swept Away: Writing Romantic Fiction" taught by Connie Flynn, 6 p.m. to 8 p.m., Mondays, Scottsdale Waterfront Borders, 7135 E. Camelback Road, Scottsdale. Fee: \$400.

- "Writing For Young Adult Audiences," taught by Laurie Brooks, 6 p.m. to 8 p.m., Wednesdays, Piper Writers House, ASU's Tempe campus. Fee: \$400.

- "Developing Your Screenplay," taught by M. Scott Krause, online. Fee: \$75.

- "Where Are Your Words? Exercises for Writers," taught by Valerie Ban-

dura Finn, 11 a.m. to 3 p.m., Sept. 6, Piper Writers House, ASU's Tempe campus. Fee: \$100.

- "True Life: Weaving Books from Real People and Events," taught by Jana Bommersbach, 11 a.m. to 3 p.m., Sept. 20, Piper Writers House, ASU's Tempe campus. Fee: \$100.

- "Method Writing: Actors' Tools, Writers' Rules," taught by Mary-Rose Hayes, 11 a.m. to 3 p.m., Oct. 4, Piper Writers House, ASU's Tempe campus. Fee: \$100.

Session 2, beginning the week of Oct. 20 and running through the week of Dec. 15, includes:

- "Writing the Novel," taught by Mary-Rose Hayes, 6 p.m. to 8 p.m., Wednesdays, Borders, 7000 E. Mayo Blvd., Scottsdale. Fee: \$400.

- "Writing Fiction in Genres," taught by Michael A. Stackpole, online. Fee: \$75.

- "Crafting Characters Readers Can't Put Down," taught by Patrick Michael Finn, 11 a.m. to 3 p.m., Oct. 25, Piper Writers House, ASU's Tempe campus. Fee: \$100.

- "Flash Fiction/Prose Poems," taught by Valerie Bandura Finn, 11 a.m. to 3 p.m., Nov. 8, Piper Writers House, ASU's Tempe campus. Fee: \$100. Piper Center Members receive a 10 percent discount off tuition for every workshop registration they buy.

Piper Writer's Studio workshops have been made possible by a donation by Jonathan and Maxine Marshall. For registration information, visit the Web site [www.asu.edu/piper](http://www.asu.edu/piper) or call (480) 965-6018.

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## Engineering innovators address energy challenges

By Joe Kullman

Ideas for facing the critical challenges of producing and delivering energy to a growing world will be given a spotlight at ASU for three days in September. ASU will be the first U.S. university to conduct the international Conference for Power Engineering Leaders of Tomorrow, bringing leading graduate students in the field to the Tempe campus Sept. 5-7.

Each of 17 participants from universities with the top power engineering programs in Europe, Africa, Australia, India, China, Canada, the United States and Mexico, among others, will offer their perspectives on meeting the energy needs of the 21st century.

"They will address all of the big issues involved in providing the affordable and readily available power we are going to need to sustain and improve our lifestyles, economies and environments throughout the world," says Gerald Heydt, an ASU professor of electrical engineering. "We will hear their ideas about what specific engineering advances we need to make in energy research and how we can move in the right directions to achieve those technological breakthroughs."

The conference is designed to gather the potential leaders of the next generation of power systems engineers and encourage them to begin networking with their peers and develop collaborative research pursuits throughout their careers.

"We want to initiate the process that enables them to work collectively in the future," says Vijay Vittal, an electrical engineering professor and director of ASU's Power Systems Engineering Research Center. "By combining their efforts, it will give them the best chance to contribute things of significant worldwide impact in the power field."

The conference is sponsored by ASU's Office of the Vice President of

Research and Economics Affairs, the Department of Electrical Engineering in ASU's Ira A. Fulton School of Engineering, and Arizona Public Service Co. and the Salt River Project, Arizona's leading power utilities.

ASU has one of the largest power engineering programs in the United States. It is the home of the Power Systems Engineering Research Center, which includes 13 universities and 45 members from the power engineering industry.

Jonathan Stahlhut, who earned a doctorate in power engineering at ASU in 2006, attended the inaugural conference in 2006 at the University of Manchester in England.

"You gain valuable exposure to the different types of power research being done around the world, and you learn about the various ways the power systems and energy markets are structured," says Stahlhut, now working in the transmission planning department of Arizona Public Service Co.

"It's important to form these international contacts for what they can teach us about different ways to deal with energy challenges," he says.

ASU will be represented at the upcoming conference by Chong Wang, who is working toward a doctorate in power engineering. In his studies and research, Wang is exploring how to improve restoration of large power systems after they have experienced catastrophic blackouts.

The conference is expected to move in 2009 to ETH-Zurich (the Eidgenössische Technische Hochschule) in Switzerland, one of Europe's leading technology universities, and in 2010 to the University of Cape Town in South Africa. ASU power engineering faculty will be on the advisory committee for planning of future conferences.

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## In THE NEWS

ASU experts frequently are called upon by the local and national news media to provide insight and opinion on current events and issues of public interest. Following are excerpts of recent news articles featuring ASU representatives.

In Arizona, government employees are particularly challenged to prove their value to the public, says **Dennis Hoffman**, an ASU economics professor. Also in Arizona, unions have never been strong and are on the decline. "As a result, you just don't have a groundswell of support," Hoffman says. "There's no deep-seeded, pro-union, pro-labor sentiment in the public, so the public would not embrace something like a work stoppage. What the public does embrace are investments in education." *East Valley Tribune*, July 26.

In California, state wildfire spending has increased by 150 percent in the last decade, to more than \$1 billion a year. "We've lost control," says **Stephen J. Pyne**, a life sciences professor at ASU. Pyne calls the issue "ecological insurgency," and he says it has varied causes, from drought to rising temperatures. *Los Angeles Times*, July 27.

For the first time, the *Princeton Review* ranked schools by their environmental friendliness, and ASU, along with 11 other colleges, received top honors. "Being recognized as one of the nation's greenest universities is a proud moment for ASU," says ASU President **Michael Crow**. "It is testament to our faculty, staff and students who have embraced the principles and values of sustainability and worked tirelessly to advance them in their research, teaching and outreach, as well as campus operations." *Phoenix Business Journal*, July 29.

A new midyear analysis assembled by the W. P. Carey School of Business paints a dimmer picture of the state's economy than earlier assessments. The latest consensus report has drops in employment, retail sales, housing and population growth. Associate dean **Lee McPheters** says "forecasts made at the start of the year are in the shredder" and that economy watchers "are debating just how bad the downtown will be and how long it will last." *Forbes*, July 31.

A nationwide order to trim trees near power lines could decrease significantly the kinds of power outages that plunge whole states into darkness, energy industry experts say. "Tree trimming will make a big difference because right-of-way incursions is one of the biggest reasons why we have outages in general," says ASU engineering professor **Vijay Vittal**. *USA Today*, Aug. 8.

ASU journalism professor **Xu Wu**, who served as an adviser for the Chinese government on public relations for the Olympic Games, has forecast several scenarios that could have a lasting effect on foreign relations. "If this becomes a Chinese nightmare," Wu says, "it will spread over to the world and become an international nightmare, because China will feel humiliated – and this will add to that suffering." *Chicago Tribune*, Aug. 9.

## Online program aims to boost stroke treatment

By Terry Olbrish

A collaborative online neurovascular advanced practice nurse (APN) post-graduate fellowship program by the ASU College of Nursing & Healthcare Innovation with the University of Alabama-Birmingham's (UAB) School of Nursing and Comprehensive Stroke Center is off to a fast start. The continuing education program is intended to prepare more APNs to help improve acute stroke treatment.

Stroke is the No. 1 cause of adult disability in the United States.

The Health Resources and Services Administration funds NET SMART (Advanced Practice Nurse Education & Training in Stroke Management & Acute Reperfusion Therapies), a three-year continuing education project to prepare APNs to treat stroke victims.

The NET SMART continuing education program started in January with the first 25 APN fellows enrolled within 45 days of program announcement, says Anne Wojner-Alexandrov, the principal investigator and director of the project. The program is currently enrolling the next cohort.

NET SMART provides Internet-based continuing education, supported by an on-site, two-week clinical preceptorship and validation period at the UAB Hospital. The UAB clinical experience carries one of the highest rates for provision of intravenous thrombolysis and intra-arterial rescue therapies, and it provides APN fellows with a high-volume, fast-paced environment and a complex neurovascular patient population typical of the U.S. "stroke belt."

Stroke is the leading cause of permanent dis-

ability in adults and the third-leading cause of death in the United States, affecting more than 700,000 Americans each year, while another estimated 300,000 are diagnosed with transient ischemic attack (TIA), a high-risk stroke precursor in emergency situations.

"NET SMART is unique because it combines the strengths of two leading nursing programs with a medical school's department of neurology that is one of the strongest in the nation," says Bernadette Melnyk, dean of ASU's College of Nursing & Healthcare Innovation. "NET SMART also provides participants with on-site validation in the heart of the nation's 'stroke belt,' where there are more cases of stroke and stroke deaths per year than anywhere else in the United States."

### The case for need

Establishment of stroke centers in more than 400 hospitals across the country has made it difficult to obtain expert practitioner staffing. In the United States, there are fewer than 200 fellowship-trained stroke neurologists, and just 10,461 board certified neurologists. To combat personnel shortages, several hospitals and physicians have begun to turn to APNs who can be positioned on the front line of acute stroke care, supported by neurologist phone, telemedicine or teleradiology consultation.

"We believe that NET SMART will be a valuable adjunct to learning that will recruit many advanced practice nurses into key acute stroke leadership roles," says Ray Watts, chairman of neurology at UAB, in a letter of support for the collaborative project. "Our ongoing commitment to APNs places us in a unique position to offer this program, and it is our desire to see APN value and visibility increase significantly within the health care community and lay public as a result of our efforts."



Anne Wojner-Alexandrov

## High school seniors earn Morrison Institute scholarships

By Nicole Haas

Water conservation, recycling plastic bags and banning text messaging while driving are the policy ideas put forth by this year's winning essayists in the annual Morrison Institute Young Steward of Public Policy Scholarship Award competition.

Three Arizona high school seniors were selected in this year's competition to receive a combined \$2,500 in scholarships to ASU this fall.

Selected through a competitive blind review process, the 2008-2009 award recipients are:

- Kimberly Waithe, Chandler High School in Chandler, who received the first-place award for her essay, titled "Water Conservation."
- Maple So, Yuma High School in Yuma, who received the second-place award for her essay, titled "Proposal for Recycling Plastic Bags."
- Travis James Clement, Dobson High School in Mesa, who received an honorable mention for his essay, titled "Sending the Right Message."

The prestigious Young Steward of Public Policy Scholarship Program encourages Arizona high school seniors to think about public policy issues in Arizona, and to promote stewardship-public leadership committed to doing what is best for the state and its residents, regardless of political philosophy or personal gain.

This initiative to engage Arizona's young leaders is offered by the Morrison Institute for Public Policy, in partnership with the *Arizona Republic* and *Tucson Citizen*. The winning essays are published by both newspapers and featured on the institute's Web site.

Elaine and Richard Morrison of Gilbert, Ariz., established this unique program to commemorate the institute's 20 years of policy research, and to continue to expand the Morrison Institute's public service as evidence of their dedication to Arizona's future.

Young Steward Scholarship awards are based on an outstanding essay about a public issue of critical importance to Arizona, and the specific policy recommendations on how the issue should be addressed.

Sponsors of the Young Steward program are SRP, General Dynamics and APS. The first-place award recipient receives a \$1,500 scholarship; the second-place award recipient receives a \$1,000 scholarship. Young Steward awards are not based on financial need, academic achievement or program of study, but the awards are only given to students who attend ASU.

To read the essays, visit the Web site [www.morrisoninstitute.org](http://www.morrisoninstitute.org) and click the "Scholarship" link.

Haas, with the Morrison Institute, can be reached at (602) 496-0202 or [nicole.haas@asu.edu](mailto:nicole.haas@asu.edu).

# University recycling program finds new home – and director, too

By Judith Smith

ASU's recycling program has a new home – in the Grounds Department – and a new coordinator in Dawn Ratcliffe.

And the way recyclables are collected is changing, as is what's on the recycling list.

Beginning in late summer or early fall, the custodial staff will alternate in collecting trash and recyclables deskside and in office common areas, "so most departments will no longer have to take the bulk of their recyclables outside their immediate office area," Ratcliffe says.

Custodians will take recyclables and trash to new compactors that will replace all of the large Dumpsters on campus.

Another major change is that recyclables will now be co-mingled, and the list of what is acceptable has been greatly expanded.

On the "yes" list now are newspapers, brown paper bags, chipboard (cereal boxes, shoeboxes, etc.), magazines and catalogs (no plastic wrappers), copy paper wrappers, phonebooks, paperback and hardback books, office paper (computer, white, color, Post-it notes, etc., with paper clips and rubber bands removed), junk mail, file folders, brochures, shredded paper (put in

clear plastic bags and placed next to paper bins), aluminum cans and foil with no food residue, steel/ or tin cans, aerosol cans (must be emptied and non-hazardous), cartons (orange juice, etc.), aseptic containers (drink boxes, etc.), liquid- and waste-free plastic with or without numbers 1-7, including bottles, caps, lids and plastic utensils.

All containers with liquid should be emptied before they are placed in recycling containers and trash cans, Ratcliffe says.

"In an audit conducted last year, we found that up to 36 percent of the weight of the garbage cans on campus consisted of fluids, with the average being 15 percent," she says. "In an effort to save money, reduce contamination of our recyclables, and keep garbage and recycling containers cleaner, we are asking people to consume or use all of the liquids in the beverage containers or empty them out in a kitchen or bathroom sink. The reduction in liquids is also extremely helpful to custodial staff and members of the recycling crew who have to handle the garbage and recycling containers, both of which can weigh significantly more with liquid in them."

ASU Recycling also will continue to collect cardboard. Boxes should be flattened and placed in designated areas for pick-up.

Anyone wishing to recycle batteries can call Risk Management (Hazardous Waste) at (480) 965-0647 and ask for the batteries to be picked up.

Batteries generated through ASU-related operations can be recycled by faculty or staff. For a pickup, contact Environmental Health & Safety at (480) 965-1823 or (480) 965-3899, or ASKEHS2@mainex1.asu.edu. Faculty or staff members also can fill out an online waste pickup request at [http://uabf.asu.edu/waste\\_form](http://uabf.asu.edu/waste_form).

Cartridge recycling also is now much easier, thanks to ASU Stores, Ratcliffe says.

"Instead of sending your cartridges back to Hewlett Packard by way of UPS or holding on to non-Hewlett Packard cartridges, ASU Stores will now pick up all cartridges from your department," she says.

For a pick-up, contact ASU Stores at (480) 965-3772 or [asustores@asu.edu](mailto:asustores@asu.edu).

Glass is not yet on the recycling list, but Ellen Newell, associate director of Grounds Services, says the department is working with a company to set up glass pick-up.

Also on the "future" list is a are periodic collection sites for CDs, DVDs and jewel cases, and perhaps even shoes, Ratcliffe says.

ASU staff will not collect packaging peanuts and bubble wrap at this time, but Ratcliffe suggests taking them to mailbox stores or other shipping facilities.

Though they are not part of the new recycling campaign, new solar-powered trash bins, called "Big Bellies," have been popping up on the Tempe campus in outside locations, and solar-powered recycling containers soon will join them.

"Thanks to the work of dozens of ASU staff, students, and faculty, including Ellen Newell, Ted Woods, Kerry Suson, Fernando Reyna, Bonny Bentzin and Norman Rollins, who have attended countless committee meetings, arranged contracts, gotten approval for various facets of the program, found vendors, worked out logistics and secured funds, and to Waste Management, our trash and recycling vendor, ASU will have a brand new recycling program," Ratcliffe says.

Smith, with Media Relations, can be reached at (480) 965-4821 or [jps@asu.edu](mailto:jps@asu.edu).



Events are free, unless otherwise noted. Items in the "Exhibitions" section run at exhibit opening and on the first of each month only. Building abbreviations are listed according to the official ASU phone directory. Send information to Judith Smith at [jps@asu.edu](mailto:jps@asu.edu) or fax (480) 965-2159. For information about ASU events, visit the Web at <http://events.asu.edu>.

## Lectures

### ■ Wednesday, Aug. 27

**"Weather and Climate Change: Why a Few Degrees Matters,"** 4:40-5:30 p.m., Global Institute of Sustainability (GIOS) room 481. Speaker: Rick Anthes, president, University Corp. for Atmospheric Research. Part of the Ecosystems Engineering Seminar, sponsored by the Center for Environmental Fluid Dynamics in partnership with the Global Institute of Sustainability. Information: (480) 965-9301.

### ■ Thursday, Aug. 28

**Physics Colloquium,** 4 p.m., Bateman Physical Sciences Center (PS) F-123. Speaker: Jeff Squier, Colorado School of Mines. Sponsored by Department of Physics. Information: (480) 965-9075.

### ■ Friday, Aug. 29

**Welcome to SOLS Seminar,** 2-3 p.m., Life Sciences Center (LS) E-104. Speakers: new faculty, Jens Appel and Eli Fenichel; visiting professors, Pilar Mateo-Autonomous of University of Madrid and Laurie Caslake of Lafayette College. Sponsored by School of Life Sciences. Information: (480) 965-2705.

### ■ Wednesday, Sept. 3

**Biophysics Colloquium,** 3:40 p.m., Goldwater Center (GWC) room 487. Speaker: Raghuvver Parthasarathy, University of Oregon. Sponsored by Center for Biological Physics. Information: (480) 965-4073.

### ■ Thursday, Sept. 4

**Physics Colloquium,** 4 p.m., PS F-123. Speaker: Lawrence Krauss, ASU. Sponsored by Department of Physics. Information: (480) 965-9075.

### ■ Friday, Sept. 5

**"Nanotechnology, Nanomedicine & Cryonics,"** 12:10-1 p.m., Armstrong Hall (LAW) room 114. Speaker: Ralph Merkle, Alcor Foundation. Co-sponsored by the Law and Science Student Association and ASU's Center for the Study of Law, Science and Technology. Information: (480) 965-2465 or [sandy.askland@asu.edu](mailto:sandy.askland@asu.edu).

**"Modeling Mood Disorders in Mice: TrkB and Depression; P13Kinase and Autism,"** 2-3 p.m., LS E-104. Speaker: Luis Parada, professor and chair, Department of Developmental Biology, UT Southwestern Medical Center. Sponsored by School of Life Sciences. Information: (480) 965-2705.

## Conferences

### ■ Wednesday, Sept. 3

**Rain Bird Intelligent Use of Water Summit IX,** 8:30-10:30 a.m., Old Main, Carson Ballroom. Panelists include Doug Bennett, water conservation manager, Southern Nevada Water Authority; Patricia Gober, professor, School of Sustainability and School of Geographical Sciences; Richard Little, director, Keston Institute for Public Finance and Infrastructure Policy, University of Southern California; and Charles Redman, director, School of Sustainability. Moderator is John d'Anna, senior editor, *Arizona Republic*. R.S.V.P.: [SustainabilityEvents@asu.edu](mailto:SustainabilityEvents@asu.edu) or (480) 965-2975.

## Miscellaneous

### ■ Friday, Aug. 22

**CLAS/Department of Transborder Chicana/o and Latina/o Studies Fall Welcome Open House,** 1-3 p.m., Coor Hall conference room 6651. Refreshments served. Information: (480) 965-7944.

### ■ Saturday, Aug. 30

**Sun Devil Football Tailgate,** 5-7 p.m., University Club. Barbecue buffet \$10 per person, including soda or iced tea. Reservations: (480) 965-0701.

## Events and Performances

**\*\*Indicates tickets are available at ASU Gammage, Mill Avenue and Apache Boulevard, (480) 965-3434; ASU Kerr Cultural Center, 6110 N. Scottsdale Road, Scottsdale, (480) 596-2660.**

### ■ Friday, Aug. 29

**"Poly Rocks!"** 7:30 p.m., Applied Arts Pavilion's Black Box Theater, Polytechnic campus. Free community concert series featuring bolt!, Frankie Smooth, Agent 355 and True Belgium. Directions: [www.asu.edu/map](http://www.asu.edu/map).

### ■ Tuesday, Sept. 2

**"A Chorus Line,"** 7:30 p.m., ASU Gammage. For 17 dancers, this audition is the chance of a lifetime, the culmination of all they've worked for and dreamed about. Continues at 7:30 p.m., Sept. 3-5; 2 and 7:30 p.m., Sept. 6; 2 and 7 p.m., Sept. 7.\*\*

## Exhibitions

**ASU Art Museum, Nelson Fine Arts Center** – Regular hours: 11 a.m.-9 p.m., Tuesday; 11 a.m.-5 p.m., Wednesday-Saturday; 1-5 p.m., Sunday. Summer hours: 10 a.m.-5 p.m., Tuesday-Saturday. Information: (480) 965-2787.

Through Sept. 28, "NOW: Selections from the Ovitz Family Collection." Reception: 7-9 p.m., Sept. 26. This exhibit highlights recent work by established and emerging international contemporary artists. Artists pursue their own innovations and artistic visions while thoughtfully mining the history of art. The Ovitz Family Collection represents the diversity in

contemporary art, from abstraction to the figurative, refined technique to intentionally rough, and the blurring of boundaries between media. Artists include Mark Bradford, Rachel Harrison, Richard Hughes, Jamie Isenstein, Katy Moran, Anselm Reyle, Stephen G. Rhodes, Sterling Ruby, Andro Wekua and Thomas Zipp.

Through Aug. 30, "Exploring Dreams: Images from the Permanent Collection." This exhibition presents artwork that echoes the dreamlike, surreal images encountered in the depths of sleep and in the shades of waking. The exhibit examines the concepts and science of dreams, what dreams are, and their purpose and meanings.

**ASU Art Museum Ceramics Research Center** – 11 a.m.-5 p.m., Tuesday-Saturday, Tempe Center.

Opens Aug. 23, "Midstream: New Ceramics from the Heartland." Reception: Friday, Sept. 26, 7-9 p.m. Features performance by Teri Frame. "Midstream" uncovers the work of three artists who are defining a new generation of clay workers, reflecting diverse backgrounds working with new issues of identity. Their work is bold in its commentary on global issues and moves to a broader examination of humanity through humor, fantasy or direct honesty. Artists include Teri Frame of Kansas City, Mo., a master's degree in fine arts graduate from Penn State University. She will exhibit photos from past performances, video documentation and present a performance during the exhibition.

**Deer Valley Rock Art Center** – 9 a.m.-5 p.m., Tuesday-Saturday; noon-5 p.m., Sunday, 3711 W. Deer Valley Road, 2 miles west of I-17. Information: (623) 582-8007.

Through Sept. 1, "Land of Fire, House of the Sun: Award-Winning Rock Art Photography" features a stunning array of rock art photographs from the Coso Mountains in California. The thousands of petroglyphs found in the Coso Mountains indicate that the area has been important to native peoples for centuries.

**The Galleria** – 8 a.m.-6 p.m., Monday-Friday, Mercado Building C, 502 E. Monroe St., Phoenix. Information: (602) 496-1500.

Through Aug. 29, "Arizona and Beyond." A colorful exhibit of photography and digital paintings by Apache Junction artist Edith Nye, highlighting local flowers, plants and scenery. Artlink First Fridays participant Aug. 1, 6-9 p.m.

**Harry Wood Gallery** – 9 a.m.-5 p.m., Monday-Thursday; 9 a.m.-3 p.m., Friday, Art Building, first floor. Information: (480) 965-3468.

Through Sept. 5, annual juried MFA summer exhibition.

**Hispanic Research Center** – 8:30 a.m.-5 p.m., Monday-Friday, Interdisciplinary Building second floor, A wing. Information: (480) 965-3990.

Opens Aug. 26, "Poesia=Imagen: Celebrating Hispanic Heritage Month." Faculty Artist Leandro Soto's solo show works with poets of the Hispanic tradition in an interdisciplinary exhibition honoring Hispanic Heritage Month.

## Defenses

**Wenjian Chen,** PhD, Elec. Engr., 9 a.m., Aug. 25, GWC 208C.

**Lydia Pyne,** PhD, Bio., 10 a.m., Aug. 25, COOR L1-38.

**Yu Jing An,** PhD, Matr. Sci. & Engr., 2 p.m., Aug. 25, PS B234.

**Zhiyong Huang,** PhD, Elec. Engr., 2 p.m., Aug. 25, GWC 409.

**Xiao-Jie Chen,** PhD, Elec. Engr., 8 a.m., Aug. 26, GWC 208.

**Xiaolin Xue,** PhD, Econ., 9 a.m., Aug. 27, BAC 664.

**Sarah Baran,** PhD, Psy., 9:30 a.m., Aug. 27, PSY 244.

**Chad Rethorst,** PhD, Kines., 10 a.m., Aug. 29, PEBE 155.

## ASU graduate Long uses life experiences to assist others

By Steve Des Georges

For Krista Long, receiving her bachelor's degree in social work from ASU's College of Human Services may have been the easiest part of a journey that has included divorce, homelessness, a child with disabilities, countless starts and stops, and any number of other challenges that would test the strongest mother-parent-student.

Long, 34, came to ASU's West campus in 2006. Her odyssey to that point included marriage at age 20 to a man later diagnosed as bipolar; the birth of a son, Konal, who has behavioral problems that may be the result of the "chaos that followed us wherever we went," she says; the birth of twins, one of whom was stillborn, the other, Aidan, was born with hydrocephalus (once referred to as "water on the brain"); a divorce after seven years of marriage; and her own bouts with depression.

Along the way, Long, who graduated from high school in central California, enrolled at Glendale Community College in 1995 with an interest in library science and an intention to earn an associate of arts degree. During her two years at GCC, she worked at Best Western International Hotels' Phoenix headquarters, advancing from a position in reservations to become the administrator of the chain's training department.

Her newfound interest in hotel and restaurant management led her to Northern Arizona University in Flagstaff. Her husband, Steve, fell ill with appendicitis but received no sick pay. Their savings dwindled, and a reduction of her course credits at NAU led to the family being removed from campus housing. A local church pitched in to provide shelter, but in the spring of 2000 her husband was diagnosed with acute psychosis. Child Protective Services stepped in and removed him from the family.

"I sometimes wonder what I would do without crisis in my life," Long says. "I'm one of those people, I guess, who, if it can happen, it will. But you learn to deal with it, and you have to be careful not to create another crisis."

She has followed her own advice. Returning to the Valley, Long received her associate of arts degree from Estrella Community College and transferred to ASU's West campus, enrolling in the College of Human Services to focus on social work courses.

In May, Long graduated cum laude, earning recognition during commencement from faculty and classmates as the



Krista Long, second from left, shares a post-graduation moment at ASU's West campus with her mother, Cynthia Long, and sons Aidan and Konal.

college's outstanding student.

Already gainfully employed in the social services field, she has her sights set on working on the community and policy levels of social services where she hopes to help reform Arizona's mental health system for children. She has been on the board of directors of the Family Involvement Center since 2005, providing input to the family-directed organization that addresses ways to improve children's mental health programs.

Long's lessons learned at ASU already are being put to the test at EMPACT Suicide Prevention Center, a community services provider where she works as a resource specialist. Her work at EMPACT-SPC includes collaborating with other community agencies, soliciting donations, and helping navigate Arizona's

entitlement systems to assist low-income families meet their basic needs.

"I learned from faculty and staff how to juggle my family's needs with my own," says Long, whose grandmother was a reference librarian at the old Matthews Library on ASU's Tempe campus. "I've also had to mediate difficult situations at EMPACT-SPC, which is something I learned through the social work program. My internship with the MISS Foundation (a non-profit organization created by ASU assistant professor Joanne Cacciatore dedicated to providing support to grieving individuals and families) helped me learn to deal compassionately with raw emotion, such as grief, while staying focused on meeting the needs of the person and the family."

Long's long journey has been punctuated by her degree, but she sees even greater success ahead and wants to pursue a master's degree in social work in hopes of being able to research the community care model, featuring a focus on keeping clients in the home and in the community, in relation to institutional residential treatment. Her life experience may include heartbreak, but her outlook is upbeat.

"What I have learned is that I can do it," she says, referring to the balancing act she has performed over the years. "It may be hard, but you get there eventually. Even with my family – we're not there yet, but we've come a long way."

"Even if I were in the same position now as I was 10 years ago, it wouldn't be as overwhelming, because I have seen the support and where it comes from, and I have grown personally and I see the light. There was a time I didn't know if there was a way out."

She can rely on personal experience to carve her niche in the social work field.

"The basis of my work is my past experiences," says Long, who is engaged to be married and describes her 10-year-old son Aidan today as a "typical child." "But the emphasis can't be on me, because it isn't fair to those you are serving. However, you can share the parallel to help them understand and to let them know you've been there."

"That's where the social work skills come in. You find the needs, and you know when to insert yourself or step back."

*Des Georges, with Public Affairs at the West campus, can be reached at (602) 543-5220 or stephen.desgeorges@asu.edu.*

## Study: Diversity remains low among Washington press corps

Only about 13 percent of the Washington, D.C., daily newspaper press corps are journalists of color, according to a study on diversity by UNITY: Journalists of Color Inc. and ASU's Walter Cronkite School of Journalism and Mass Communication.

There were slightly more journalists of color covering the nation's capital in 2008 than there were four years earlier when UNITY conducted its first census of the racial makeup of the Washington press corps. But progress has been much slower than UNITY officials had hoped.

"With the nation growing increasingly more diverse, we need a press corps in Washington, D.C., that reflects what America looks like," says Karen Lincoln Michel, UNITY's president. "We represent a mere 13.1 percent of journalists pressing for answers from a federal government that serves a population nearly three times that size. UNITY considers the findings a call to action for media companies to reinvent their Washington news bureaus by staffing them with more journalists of color."

Improvement is needed not just in overall numbers, but in the number of minority journalists in leadership positions and in the diversification of all news operations – big and small, she says.

The study, which was made possible by a grant from the McCormick Foundation of Chicago, showed that representation of journalists of color was lowest in top leadership positions. While there were three bureau chiefs of color in 2004 heading up major news operations in the nation's capital, there was just one in 2008: Dean Baquet of the *New York Times*.

Additionally, nearly 80 percent of the newspapers with their own staffs in Washington had no journalists of color working for them as reporters, editors, correspondents or bureau chiefs. Most of those were staffs of one or two people.

The release of the study coincides with UNITY 2008, the world's largest gathering of journalists of color, which took place recently in Chicago. The convention is the signature event of UNITY: Journalists of Color Inc. – an alliance representing the combined 7,000 members of the Asian-American Journalists Association, National Association of Black Journalists, National Association of Hispanic Journalists and the Native American Journalists Association.

The study also found:

### Officials unveil UNITY/McCormick news diversity database

A digital clearinghouse for news diversity research was unveiled recently at the Chicago national convention for UNITY: Journalists of Color Inc.

The UNITY/McCormick Foundation Electronic Clearinghouse for News Diversity Research contains more than 400 references to books, articles and reports that relate to diversity in journalism, provided in an easily searchable online database.

Karen Lincoln Michel, UNITY's president, says the clearinghouse is an important step in making certain that information about news diversity is readily available to a wide audience.

"Until now, information about news diversity has been scattered and easily overlooked," Michel says. "This clearinghouse, with its critical data and important lessons, will help us make better decisions as an industry. We aren't going to be able to say: 'We didn't know.'"

The project was created for UNITY by researchers at ASU's Walter Cronkite School of Journalism and Mass Communication with a grant from the McCormick Foundation of Chicago, a national leader in news diversity issues.

"We wanted to put this important information in the hands of news leaders who make policy decisions in newsrooms," says project leader Stephen Doig, the Knight Chair in Journalism at the Cronkite School.

Doig, a national expert in computer-assisted reporting, says the database covers a wide range of topics about diversity, including newsroom

staffing, news sources, journalism education and portrayals of minorities in the media. It references scholarly research, books, articles, professional reviews and journalism organization and foundation reports. While academic research is included, all abstracts are written in easy-to-understand language for the non-scholar.

The clearinghouse covers more than 60 years of research, and it includes abstracts of everything from the 1947 report by the Hutchins Commission on Freedom of the Press to a new book about the growth of the African-American press in the United States.

Doig says he and two student researchers used a database search engine to identify relevant materials. They then scoured hundreds of books, reports and articles to come up with a database that focuses specifically on diversity as practiced in newsrooms and as produced by news outlets.

"Much research has been done on diversity in movies or television, for example, but we didn't include it unless it was really targeted to journalism," Doig says.

The resulting database can be browsed, sorted, filtered and searched. The clearinghouse is available at <http://cronkite.asu.edu/unity>.

The project was unveiled during UNITY's annual convention along with a census of diversity in the Washington press corp, also conducted by the Cronkite School in partnership with UNITY and the McCormick Foundation.

- Among individual newspapers, *USA Today* made the biggest four-year gain in the number of journalists of color on its Washington staff, going from less than 4 percent to 20 percent. But other large newspapers, including the *Dallas Morning News*, the *New York Daily News* and the *Houston Chronicle*, reported no minority journalists covering Washington.

- Some Washington bureaus of the large newspaper chains, including Newhouse News Service and Gannett News Service, reported the most diverse staffs in Washington, but other chain bureaus, including Scripps Howard, Hearst, Media General and Copley, had among the least diverse newsrooms in Washington.

- Retention of minority journalists continues to be a concern. More than half of the journalists of color identified in the 2004 study were no longer part of the Washington press corps in 2008.

- Asian-American journalists have made the most progress proportionately in the Washington press corps since 2004, going from 1.9 percent to 3.2 percent of the total. There was one Native American journalist covering Washington for daily newspapers in 2008.

- Journalists of color surveyed said they believe readers are interested in Washington news, yet they describe the Washington press corps as being out of touch with audiences back home and they attribute that, at least in part, to the lack of diversity in the Washington press corps.

- Of those surveyed, many expressed uncertainty about their long-term prospects as journalists. Almost 70 percent said they either don't plan to end up in journalism or they're uncertain whether they will finish their professional careers as journalists.

Kristin Gilger, assistant dean of the Cronkite School, was the project's lead researcher and wrote the report. She was assisted by Stephen Doig, the Knight Chair in Journalism at the Cronkite School, and two student researchers.

The new study follows up on one conducted by UNITY and the Philip Merrill College of Journalism at the University of Maryland in 2004. That study – conducted by Christopher Callahan, the Cronkite School's dean, when he was at the University of Maryland – was the first to focus on the makeup of the Washington press corps.

The study found that fewer than 10.5 percent of the reporters, correspondents, columnists, editors and bureau chiefs in the Washington daily newspaper press corps were journalists of color. The findings led to calls from UNITY leadership to improve diversity in these high-profile journalism jobs.

UNITY leaders say the need for change is no less now than it was four years ago.

Rafael Olmeda, president of the National Association of Hispanic Journalists, says newspapers have to pay attention to not just hiring journalists of color, but to issues of career opportunities and advancement and job satisfaction. In addition, Barbara Ciara, president of the National Association of Black Journalists, suggests that newspapers rotate staff members into their Washington bureaus as a way to add diversity.

The 2008 UNITY census shows "how much more work remains to be done in diversifying our newsrooms – particularly when it comes to covering the seat of power in this nation," says Jeanne Mariani-Belding, president of the Asian American Journalists Association. "As an industry, we can do better."

## University announces plan to reduce academic administrative costs

(Continued from page 1)

employee counseling, outplacement assistance and assistance finding other jobs within the university.

The total number of positions that would be reduced under this plan is less than previous administrative cuts made in response to earlier budget reductions. When these cuts are included with past cuts and positions left vacant, overall staff reductions, totaling more than 250, are proportionate across all four ASU campuses.

During the last six years, ASU has been evolving as an institution and has succeeded in strengthening its academic offerings while tightening its administrative structure. In 2004, a major university academic reorganization across all four campuses eliminated many duplicative programs and offered students a wider variety of programs in such areas as business, education, engineering, and arts and sciences. In 2006, ASU implemented its "One University in Many Places" plan, which centralized administrative services across all four campuses and reorganized the deans on all the campuses under one provost. This streamlining of the university's administration helped make the recent budget cuts and planned cuts possible.

These changes have not reduced ASU's academic offerings. On the contrary, since 2002 the university has increased the number of academic programs to 331 from 273, established 16 new schools (most of them combining disciplines to offer students a more contemporary education), and launched 44 new academic centers and institutes.

In similar nature, the plan announced Aug. 18 would reduce administrative costs significantly and also advance the university by accomplishing the following:

- Merging programs of similar content.
- Promoting natural collaborations.
- Creating synergistically strong academic units.
- Building new and innovative program connectivity.

All these things would improve the quality of academic programs and better prepare students to enter the work force and pursue fruitful careers.

All academic programs would continue where they are for the 2008-2009 academic year; all classes for 2008-2009 would be held where and when they have been scheduled; and in any instance where students will have to move from one campus to another, the move would not take place until the 2009-2010 academic year.

Three major aspects of the plan are:

- The College of Liberal Arts and Sciences has had a successful track record in establishing schools that move beyond traditional academic boundaries, with new collaborative modes of teaching and learning. These include the schools of Life Sciences, Earth and Space Exploration, Human Evolution and Social Change, and Social and Family Dynamics. In this plan, three additional larger and more academically powerful schools would be created to further transform the academic landscape in the college.

- The West campus would benefit by having its programs in global business merge with the W. P. Carey School of Business. As a consequence of this merger, the W. P. Carey School would establish an MBA program on the West campus as soon as possible. The New College of Interdisciplinary Arts and Sciences at West would be strengthened with the addition of an important undergraduate and graduate communication studies degree program, and the new teacher education program in Downtown Phoenix, called Education Downtown, would become part of the College of Teacher Education and Leadership at the West campus. These changes would sustain and enhance the West campus's three large, high-quality colleges and would lead to a significant expansion of the student population there. As part of these changes, several smaller specialized programs in the College of Human Services would be merged with similar programs or incorporated into schools more aligned with their mission. The School of Criminology and Criminal Justice and programs in the Department of Recreation and Tourism Management are the only ones that would physically move from the West campus, but not until the 2009-2010 academic year, joining the College of Public Programs on the Downtown Phoenix campus.

- The College of Technology and Innovation would reorganize into three newly constituted departments, providing a more integrated structure for programs with similar emphases. Programs in computing studies would merge with the Department of Engineering; programs in mechanical and manufacturing engineering technology and those in electronic systems would merge to become the Department of Engineering Technology; and, programs in aeronautical management technology would merge with the Department of Technology Management.

The specific aspects of the reorganization are:

### College of Liberal Arts and Sciences

- Establish a school of government, politics and

global studies that combines the Political Science Department and the School of Global Studies. This school would build new synergies to address the increasingly complex and global nature of issues related to government, political science, democracy and human rights.

- Establish a school of social transformation that combines five academic units: African and African-American Studies, Asian Pacific American Studies, Film and Media Studies, the School of Justice and Social Inquiry, and Women and Gender Studies. The creation of a school of social transformation would foster collaborative approaches to the investigation of the intersections among race, gender, culture, justice and film in America. It would position ASU to lead the nation in education and research directly relevant to these complex and pressing issues. In addition, each of these areas is expected to grow faster than they have been able to as independent units.

- Establish a school of history, philosophy and religious studies that combines these three departments to create a research and teaching environment that cuts across the humanities, social sciences and natural sciences while maintaining existing degree programs in traditional areas. This school would develop educational and research opportunities at the intellectual intersections of these fields and would focus on major thematic areas such as human events, values and public practice.

### W. P. Carey School of Business

W. P. Carey School of Business

- Expand the W. P. Carey School to the West campus, offering all the programs it offers in Tempe, including the W. P. Carey MBA program. In merging with the School of Global Management and Leadership (SGML), the Carey School, which is a much larger school, would offer more programs than SGML could by itself.

### College of Design

- Establish a school of design studies from the merger of three departments into a single administrative school: the Department of Industrial Design; the Department of Interior Design; and the Department of Visual Communication Design.

### New College of Interdisciplinary Arts and Sciences

- Move the faculty and programs from the

Department of Communications Studies housed in the College of Human Services to the New College, greatly strengthening the New College and making it more attractive to prospective students.

### College of Teacher Education and Leadership

- Move the administration of the teacher education program on the Downtown Phoenix campus under the College of Teacher Education and Leadership at the West campus.

### College of Public Programs

- Merge the Department of Social Work into the School of Social Work. The School of Social Work would continue to offer its programs at the West campus.

- Merge the Department of Recreation and Tourism Management into the School of Community Resources and Development. These two programs already partner in offering graduate degrees and would be stronger as a single unit.

- Move the School of Criminology and Criminal Justice from the West campus. This school is a natural fit with the other programs in the College of Public Programs. The school eventually would move its classes to the Phoenix Downtown campus.

### College of Technology and Innovation

- Establish a Department of Engineering Technology by merging the Department of Mechanical Engineering and Manufacturing Engineering Technology with the Department of Electronic Systems. These two departments would be combined to focus on applying engineering theory and practice to solutions for business, industrial and government entities.

- Merge the Department of Computing Studies into the Department of Engineering. This would combine the best practices in computing systems and software, and provide more direct linkages between general engineering theory and practice with applications in computing science.

- Merge the Department of Aeronautical Management Technology into the Department of Technology Management. These departments share an applied work force development mission and are a natural combination.

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## In BRIEF

### ASU, Tongji University explore collaborations

On Aug. 13 and 14, ASU Global (the Office of the Vice President for Global Engagement) played host to Qiang Guo, deputy director of the international office at Tongji University (TJU) in Shanghai, to explore collaborative and partnership opportunities between ASU and TJU.

TJU is among the top tier of higher education institutions in China, with an enrollment of more than 50,000 undergraduate and graduate students at 23 colleges and departments located on five campuses.

Meetings focused on potential areas for graduate research collaboration, possible study abroad and exchange programs between the two universities and professional development opportunities at ASU for TJU faculty.

TJU has a particular interest in international outreach and collaborative research in the areas of transportation, telecommunications and sustainability.

In addition, TJU's new president, Pei Gang, who took office in August of last year, plans to increase his university's participation in study abroad programs from 5 percent to 20 percent in the next five years.

Anthony "Bud" Rock, ASU's vice president for global engagement, will follow up on the meetings with Guo during a trip to China later this fall.

### Magazine distribution begins late this month

On-campus distribution for the new edition of *ASU Research Magazine* will begin the week of Aug. 25.

All full-time faculty and staff members will receive personal copies via campus mail. Complimentary copies of the issue will be provided to each academic department and to most business and service offices. Departments are encouraged to make copies available to visitors or guests in office waiting areas.

Departments or other units requiring additional copies for

use as promotional or recruiting material should contact Conrad Storaad, director of the Office of Research Publications. To request copies, contact Storaad by phone at (480) 965-1266, by fax at (480) 965-9684, or by e-mail at cstorad@asu.edu.

### Hayden Library sets hours for fall semester

Beginning Aug. 25, the Hayden Library and Noble Science Library building will adjust their hours for the fall semester. The hours will be:

- Monday – Friday: 7 a.m.-midnight.
- Saturday: 9 a.m.-midnight.
- Sunday: 10 a.m.-midnight.
- Sept. 1: 9 a.m.-5 p.m.
- Nov. 11: 9 a.m.-5 p.m.
- Nov. 26: 7 a.m.-5 p.m.
- Nov. 27: Closed.
- Nov. 28: 9 a.m.-5 p.m.
- Dec. 18: 7 a.m.-7 p.m.

For more information, call Rosa Gonzales at (480) 965-3956.

### Welcome Back Breakfast set for Sept. 4

The annual fall Welcome Back Breakfast/University Assembly will take place at 7:30 a.m., Sept. 4, in locations at all four ASU campuses. Following breakfast, ASU President Michael Crow and Phil VanderMeer, the University Senate president, will speak.

An extension of this university assembly meeting will take place from 9 a.m. to 9:30 a.m. to discuss the proposal to reorganize various academic units.

The speeches will be simulcast to the West, Downtown Phoenix and Polytechnic campuses from the Memorial Union's Arizona Ballroom at the Tempe campus.

Locations on the other campuses are as follows:

- West campus: La Sala Ballroom.

- Downtown Phoenix campus: Mercado C-340.
- Polytechnic campus: Cooley Ballroom.

The reservation deadline is 5 p.m., Aug. 25. To R.S.V.P., send a note to [UniversitySenate@asu.edu](mailto:UniversitySenate@asu.edu), including the following information: name, employment status (academic professional, faculty or administrator), tenure home location, department or school, campus location and e-mail.

The invitation also is posted at the University Senate's Web site [www.asu.edu/provost/asenate](http://www.asu.edu/provost/asenate). For more information, contact Darby Shaw at (480) 965-2222.

### Event raises awareness of ovarian cancer

The ASU community is invited to Ovarian Cancer Awareness Night Sept. 7, when the Phoenix Mercury plays the Houston Comets at 6 p.m. at US Airways Center.

The evening will include an information table with literature about warning signs and early treatment for ovarian cancer, a silent auction and a Wall of Remembrance.

Tickets for the game are \$20, with \$5 of every ticket donated to the Ovarian Cancer Alliance of Arizona, according to MaryBeth Buesgen, ASU's liaison with OCAZ.

Tickets can be purchased online at [www.ticketmaster.com/promo/svacgf](http://www.ticketmaster.com/promo/svacgf), using the promo code OCAZ. For more information, contact Danita Johnson, (602) 379-7708.

### Co-rec softball league seeks teams for fall

The Intra-University Softball League for staff, faculty, students and friends is looking for new teams this fall to participate in a co-recreational softball league that will emphasize fun, friendship and a recreational level of play.

The fall season begins in September, with games scheduled for Saturday mornings.

Any group or individuals interested should call Ray Murdock at (480) 965-1012 for more information.

## ASU Global offices consolidate in Tempe Center

By Mark Luebker

At the beginning of this month, ASU Global offices under auspices of the Office of the Vice President for Global Engagement moved into new facilities in the Tempe Center at 951 S. Mill Ave., suite 150, which previously was occupied by the Global Institute of Sustainability.

The building is located west of Lattie F. Coor Hall, north of 10th street and between South Myrtle and South Mill avenues.

The move brings together the new Center for Global Education Services (CGES) – comprising the Study Abroad Office, the International Faculty and Scholars Office and the U.S. Passport Acceptance Office – directed by Kathleen Fairfax, associate vice president for global engagement, and the Policy and Strategic Partnerships Office, under the leadership of director Stephen Feinson.

“This is a move that makes a great deal of sense for the units involved, for faculty, for students and for ASU in general,” says Anthony “Bud” Rock, vice president for global engagement.

The new Study Abroad Office combines the

former International Programs Office and Summer Study Abroad Sessions Office into a single unit within the center, offering students access to more than 260 academic opportunities in 63 countries. Peer advisers and program coordinators are on hand daily to assist students in finding an appropriate program or programs for individual fields of study.

“The new Study Abroad Office will work with ASU students and faculty on all types of study abroad programming, including faculty-directed, exchange, partnership and internship programs, Fairfax says. “Students will now be able to receive all the information and services they need regarding study abroad in one location, from a group of professional and dedicated staff.”

The new center also includes a resource room with information about study abroad opportunities, staff specialized in various regions of the world and an in-house facility for submitting passport applications.

Policy and Strategic Partnerships Office, which administers ongoing relationships with global

partners in Mexico, China and Ireland, and works to identify and foster new partnerships joins CGES in the new space.

“The consolidation at Tempe Center provides a great opportunity to solidify students as a core function of ASU’s global strategic partnerships,” Feinson says. “The collocation of staff responsible for our partnerships with Tec de Monterrey or Sichuan University with the Center for Global Education Services enhances the value and potential of those relationships.”

The offices in Tempe Center are open for business and plan an open house for the campus community later this fall to showcase the new space and the services they offer.

To reach the Center for Global Education Services, call (480) 965-5965. To reach the Policy and Strategic Partnerships Office, call (480) 965-0880. More information about ASU Global is online at [asu.edu/global](http://asu.edu/global).

*Luebker, with the Office of the Vice President for Global Engagement, can be reached at (480) 727-82698 or [mark.luebker@asu.edu](mailto:mark.luebker@asu.edu).*

### ASU community celebrates ‘new’ MU

Members of the ASU community are invited to celebrate the re-opening of the Memorial Union on the Tempe campus Aug. 28.

There will be a program that takes place from 8:30 a.m. to 8:50 a.m. on the new stage area of the North Plaza.

Once the program ends, ASU’s mascot, Sparky, will lead guests through guided tours.

Officials with the Memorial Union also will conduct a trivia hunt for all visitors on the day of the celebration.

All who submit a completed trivia game card within 24 hours will be entered into a drawing for prizes.

## ASU researchers take big step forward in forecasting climate change

(Continued from page 1)

oceans and dust from deserts. Brown carbons from combustion processes are the least understood of these aerosol components.

The parameter typically used to measure degrees of warming is radiative forcing, which is the difference in the incoming energy from sunlight and outgoing energy from heat and reflected sunlight. The variety of gases and aerosols that compose the atmosphere will, under different conditions, lead to warming (positive radiative forcing) or cooling (negative radiative forcing).

The ASU researchers say the effect of brown carbon is complex because it both cools the Earth’s surface and warms the atmosphere.

“Because of the large uncertainty we have in the radiative forcing of aerosols, there is a corresponding large uncertainty in the degree of radiative forcing overall,” Crozier says. “This introduces a large uncertainty in the degree of warming predicted by climate change models.”

A key to understanding the situation is the light-scattering and light-absorbing properties – called optical properties – of aerosols.

Crozier and Anderson are trying to directly measure the light-absorbing properties of carbonaceous aerosols, which are abundant in the atmosphere.



James Anderson



Peter Crozier

“If we know the optical properties and distribution of all the aerosols over the entire atmosphere, then we can produce climate change models that provide more accurate prediction,” Anderson says.

Most of the techniques used to measure optical properties of aerosols involve shining a laser through columns of air.

“The problem with this approach is that it gives the average properties of all aerosol components, and at only a few wavelengths of light,” Anderson says.

He and Crozier have instead used a novel technique based on a specialized type of electron microscope. This technique – monochromated electron energy-loss spectroscopy – can be used to directly determine the optical properties of individual brown carbon nanoparticles over the entire visible light spectrum as well as over the ultraviolet and infrared areas of the spectrum.

“We have used this approach to determine the complete optical properties of individual brown carbon nanoparticles sampled from above the Yellow Sea during a large international climate change experiment,” Crozier says.

“This is the first time anyone has determined the complete optical properties of single nanoparticles from the atmosphere,” Anderson says.

It’s typical for climate modelers to approximate atmospheric carbon aerosols as either non-absorbing or strongly absorbing. “Our measurements show this approximation is too simple,” Crozier says. “We show that many of the carbons in our sample have optical properties that are different from those usually assumed in climate models.”

Adds Anderson: “When you hear about predictions of future warming or changes in precipitation globally, or in specific regions like the Southwestern United States, the predictions are based on computer model output that is ignoring brown carbon, so they are going to tend to be less accurate.”

The research was funded for a six-year period with grants to ASU from the National Science Foundation (NSF) Chemistry Program (\$319,000) and the National Aeronautics and Space Administration (NASA) Radiation Science Program (\$327,000).

The work is part of the Aerosol Characterization Experiment (ACE) program, which encompasses three projects to date carried out by hundreds of researchers from multiple countries.

Crozier and Anderson have been involved in the U.S. component of the ACE-Asia experiment, a large-scale, multiple-agency effort to characterize aerosols from East Asia, involving the NSF, NASA, the National Oceanic and Atmospheric Administration, the Department of Energy and others.

*Kullman, with the Ira A. Fulton School of Engineering, can be reached at (480) 965-8122 or [joe.kullman@asu.edu](mailto:joe.kullman@asu.edu).*

## Cronkite School settles in to new location on downtown Phoenix campus

(Continued from page 1)

Cronkite NewsWatch Studio, two Eight studios, 17 fully mediated classrooms, nearly 1,000 classroom seats and 280 digital workstations for students. The space is about five times the size of the school’s previous home, Stauffer Hall, on the Tempe campus.

“This is an extraordinary complex that is unmatched in journalism education today,” says Christopher Callahan, the Cronkite School’s dean. “We will be able to not only teach tomorrow’s great journalists, but we will help redefine the news industry in the digital era through hands-on learning, innovative experimental centers and a spirit of invention and entrepreneurship.”

Passers-by can peer into signature professional programs of the school such as Cronkite News Service, the Knight Center for Digital Media En-

trepreneurship and the New Media Innovation Lab. The First Amendment Forum will be a hub of activity not just for ASU students, but the entire community. And a giant Times Square-style news ticker will stretch across the front entrance of the building to herald Cronkite events and up-to-the-minute headlines from around the world.

“We want the new Cronkite home to be one of the great public spaces in Phoenix,” Callahan says. “We are encouraging everyone to join us not just for our speaker series, movie nights and other special programming, but to help us – as news consumers – discover what the news media should look like in the future.”

Callahan said the new building’s location is among its biggest assets. Cronkite students will be closer to major metropolitan news organizations – newspaper, magazine, TV, radio and multimedia – than any other journalism school in the country. “Our students will be able to walk

to critically important internships at the *Arizona Republic*, *azcentral.com*, News12, Fox10, Eight, the *Phoenix Business Journal*, *La Voz* and public relations outlets,” Callahan says. “And they’ll have easy access to all of the other major media outlets in the Valley, especially when the light rail opens in December.”

The Constitution’s First Amendment is a theme repeated throughout the building. Floor-to-ceiling versions of the First Amendment are found on every floor, and inspirational quotations about the importance of those 45 words to journalism and democracy are sprinkled throughout the building.

“The First Amendment is the intellectual cornerstone of the Cronkite School, and our new home reflects its central importance to what we do, who we are and what we teach every day,” Callahan says.

The new home comes at a time of unprec-

edented growth for the Cronkite School that began in 2005, when the school became an independent college at ASU and hired its first dean. In three years, Cronkite has doubled its faculty and staff, added new programs such as the Donald W. Reynolds National Center for Business Journalism, the Knight Center for Digital Media Entrepreneurship, Cronkite News Service, Cronkite NewsWatch, ABC News on Campus, the *Azcentral.com* Multimedia Reporting Program and, most recently, the Carnegie-Knight News21 Journalism Initiative.

The Cronkite building is the latest addition to the 2-year-old Phoenix campus, joining University College, the College of Public Programs and the College of Nursing and Healthcare Innovation.

Cronkite, Crow and Gordon will officially dedicate the new building at ceremonies Nov. 20.

## EMPLOYMENT

The following positions are available as of August 22 and are subject to change. All positions will be advertised in *Insight* only once. The staff requisition or job order number for each position is indicated by the (#) sign. ASU is an equal opportunity-affirmative action employer.

### ASU POSITIONS

A complete job announcement for classified, administrative and service professional positions at the Downtown Phoenix, Polytechnic, Tempe and West campuses is available on the Human Resources Web page at [www.asu.edu/asujobs](http://www.asu.edu/asujobs), or the Telecommunication Device for the Deaf at (480) 965-3002.

For complete position descriptions and application requirements for academic positions, contact the appropriate department listed below. Faculty, academic professional and graduate assistant positions are also listed on the Human Resources Web sites and details must be obtained from the hiring department. Application deadlines are listed.

Dates listed are application deadlines, and application material is due by 11:59 p.m. on that date. Positions are 100 percent, full-time employment (FTE) unless otherwise noted. Codes below are: (O) – position is open to the public; (L) – position is limited to current ASU, Northern Arizona University, University of Arizona and Arizona Board of Regents employees.

### STAFF POSITIONS

#### TEMPE CAMPUS

##### Professional

**Business Manager** (O) #18997 – W. P. Carey School of Business/Economics Department (Sept. 2).

**Editor Associate** (O) #19790 – Executive VP and Provost of the University-Provost Communications Group (Sept. 5).

**Human Resources Consultant** (O) #19697 – VP University Administration Office-Office of Human Resources (Aug. 28).

**Instructional Designer** (O) #19661 – University Technology Office-Customer Care Training (Aug. 22).

**Project Manager (Capital Programs Management Group)** (O) #19175 – University Services (Aug. 29).

**Research Administrative Specialist Senior** (O) #19712 – College of Liberal Arts and Sciences (Aug. 29).

**Research Technician** (O) #20041 – College of Liberal Arts and Sciences - Chemistry and Biochemistry (Sept. 29).

**Specialist** (O) #19565 – Center for Global Education Services (Sept. 2).

**Student Services Coordinator Associate** (O) #19803 – School of Life Sciences (Aug. 28).

#### Technical and computer

**Computer Systems Database Specialist** (O) #19592 – College of Liberal Arts and Sciences (Aug. 29).

**Web Server Administrator (IT)** (O) #19630 – University Technology Office - Operations Systems and Security (Aug. 25).

#### Administrative support

**Library Assistant** (O) #19717 – University Libraries (Aug. 28).

**Library Assistant (Overnight)** (O) #19701 – University Libraries (Aug. 27).

**Library Specialist** (O) #19611 – University Libraries (Aug. 25).

**Library Specialist Senior** (O) #19805 – University Libraries (Sept. 5).

**Office Specialist Senior** (O) (part-time) #19721 – College of Liberal Arts and Sciences (Aug. 27).

**Secretary Administrative** (O) #19700 – College of Liberal Arts and Sciences (Aug. 27).

#### POLYTECHNIC CAMPUS

##### Administrative support

**General Maintenance Mechanic** (O) #19545 (Aug. 26).

**HVAC Refrigeration Technician** (O) #19803 (Aug. 28).

#### ACADEMIC POSITIONS

##### TEMPE CAMPUS

**Advanced Associate/Full Professor** #9190 – College of Liberal Arts and Sciences – English (Oct. 31; every week thereafter until search is closed).

**Professor** #9191 – College of Liberal Arts and Sciences – English (Nov. 3; every week thereafter until search is closed).

**Assistant Professor** #9193 – College of Liberal Arts and Sciences – Religious Studies (Oct. 20; every week thereafter until search is closed).

**Assistant Professor** #9194 – College of Liberal Arts and Sciences – English (Oct. 13; every week thereafter until search is closed).

## ASU's SMALLab gets big boost from MacArthur grant

By Wendy Craft

The chance for more K-12 students to use interactive media in classrooms to enhance their understanding of physics, math, geology, language arts and beyond has just improved exponentially.

ASU's Situated Multimedia Art Learning Lab (SMALLab) program recently received a nearly \$600,000 grant to share with the New York-based nonprofit Institute of Play from the John D. and Catherine T. MacArthur Foundation. The collaborative project, "Gaming SMALLab," designs an educational framework for game-like, mixed-reality learning for students and teachers.

"The opportunity provided by the MacArthur Foundation to partner with the Institute of Play is something that ultimately will have a huge impact on how K-12 schoolteachers and students collaborate in the classroom," says David Birchfield, assistant professor in the Arts, Media and Engineering (AME) program. "SMALLab gets students and teachers up out of their seats and has the potential to reshape learning in the 21st-century classroom."

The AME program is a collaborative initiative

*"The opportunity provided by the MacArthur Foundation to partner with the Institute of Play is something that ultimately will have a huge impact on how K-12 schoolteachers and students collaborate in the classroom."*

– Assistant professor David Birchfield

between ASU's Herberger College of the Arts and the Ira A. Fulton School of Engineering.

Within SMALLab's physical interaction space – a cube that is 12 feet tall and 15 feet wide on all four sides – groups of students learn together through complex problem-solving. A computer tracks students' movements and gestures as they interact with digital graphics projected beneath their feet, while dynamic surround sound envelops the space; in essence, their bodies become part of the computer interface.

In the "spring sling" scenario, for example, students gain a better understanding of physics. They hear the sound of a spring picking up

speed, see projected bodies moving across the floor, feel a physical ball in their hands and move to propel the system.

SMALLab is the brainchild of Birchfield and an AME mediated education team of interdisciplinary researchers. The team worked with teachers at Coronado High School in Scottsdale, Ariz., to install SMALLab in one of their classrooms.

Birchfield's recent partnership with Katie Salen, who heads the Institute of Play, expands SMALLab's reach to the East Coast.

Within the "Gaming SMALLab" project, the Institute of Play will guide the design and development of a suite of standards-based learning

scenarios using the SMALLab environment for eventual installation in Quest to Learn, a 6-12 grade school being designed in New York.

At Quest to Learn, students will assume the identities and behaviors of designers, historians, inventors, mathematicians, scientists and writers in contexts that are real and meaningful to them. In this "game-like" setting, the students' approach to learning draws on the intrinsic qualities of games and their design to engage them in a deep exploration of subject matter.

"We're incredibly excited about this opportunity to build on the amazing work that David has done with support from MacArthur," says Katie Salen, executive director of the Institute of Play and an associate professor of design and technology at Parsons The New School for Design. "Our work is focused on the design of 21st-century learning environments that support kids in challenge-based, interdisciplinary, multisensory forms of learning. SMALLab is an incredibly good fit with these values."

*Craft, with the Herberger College of the Arts, can be reached at (480) 965-0478 or wendy.craft@asu.edu*



### Sometimes solutions to the world's problems are right under our noses.

Arizona State University scientists are developing cyanobacteria and algae as sources of environmentally friendly fuel that is efficiently produced by solar energy conversion. Unlike other biofuels, ASU's production processes can be carried out in closed systems on barren lands, saving farmland for food production, avoiding increases in food prices and saving water resources.

ASU's use-inspired research creates new pathways into the biological world through sustainable engineering practices – leading to real-world solutions for today's needs.

Leading the way to energy independence.

**ASU** ARIZONA STATE UNIVERSITY



**biofuels.asu.edu**