

**Making the grade**

A year's worth of improvements at ASU work to enhance the student experience.

S2-3

**Student voices**

ASU students weigh in on how the university has helped them navigate their college education.

S4

# ASU<sup>®</sup> Insight

## ARIZONA STATE UNIVERSITY

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February 20, 2009

**Focus on the Student****Record-breaking academic year strengthens student experience**

*Universitywide advancements drive Arizona State University's national standing, propel mission of impact*

The 2007-2008 school year was a remarkable time to be a student at Arizona State University.

Being a Sun Devil meant attending a university that was on the international radar, along with a multitude of national "best universities" lists. It meant being a leader in research and university sustainability, and an innovator in 21st century academics. It meant being a supporter of the right to higher education and the goal to make an impact with that education.

Being a Sun Devil meant being part of an institution that is as robust as it is accessible, that is as engaged as it is receptive.

As the number of ASU students continued to grow last year, so did the university's national rankings, further demonstrating Arizona State University's ability to grow both in size and quality.

ASU was ranked fourth best in "Up and Coming Schools" in the 2009 edition of "America's Best Colleges" by *U.S. News & World Report*. The new ranking highlighted 70 "schools to watch" in terms of promising and innovative changes in academics, faculty, students, campus life, diversity and facilities.

Additionally, *U.S. News & World Report* placed ASU in the top tier for the second year in a row as one of the "Best National Universities" and positioned several of the university's graduate programs among the top 25 in the nation. In the same school year, ASU was included as a leading school for Hispanic students on several lists, including *The Hispanic Outlook on Higher Education* and *Excelencia in Education's* "The Condition of Latinos in Education: Fact Book 2008."

Students at ASU broke records in nearly every phase of the higher education process. In the 2007-2008 academic year, a record 14,535 students graduated from the university's four campuses, as a record 168 National Merit Scholars matriculated at ASU. The university's entering freshmen class included 11 Flinn Scholars and 110 National Hispanic and National Achievement Scholars – a number that has increased by 165 percent in the past five years.

The university's extensive scholarship program allowed ASU's West campus to break records with an awarded 296 scholarships totaling close to \$700,000 for the academic year. Financial programs, such as ASU Advantage, continued to flourish as well.

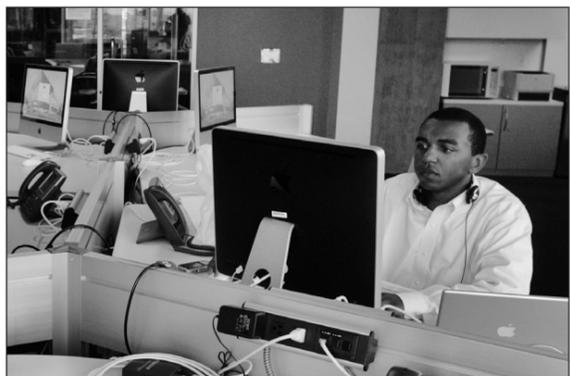
**Improving the student experience**

Arizona State University is constantly working to improve the student experience for its vast, evolving student body. From contemporary, state-of-the-art facilities to new ways of approaching old curriculum, ASU is doing all it can to help students get the most out of their educational investment.

In fostering student success, learning and development, Arizona State University added 23 advisers; enhanced the eAdvisor online program so that students are better suited for majors that best fit their interests and abilities; established an online tracking system that assures students are progressing toward their degrees; and started issuing academic status reports twice in a single semester.

In addition, Student Success Centers hired more tutors for free walk-in appointments, and the university's Supplemental Instruction expanded universitywide with more weekly study and review sessions for students in large lecture classes.

Because of improvements like this, more ASU freshmen are



TOM STORY PHOTO

Journalism major Ryan Calhoun works on a class assignment in the Cronkite News Service news room, located in the new Cronkite School building on the Downtown Phoenix campus.



**ASU's student-led Green Team helps keep the university 'green' by providing more recycling options on campus and implementing sustainability policies.**

persisting toward their degrees than ever before, with a record number having returned to campus for their sophomore year. At 79.5 percent, freshman retention hit an all-time high in the fall of 2008.

To meet the growing demand for higher education, as well as online education, ASU launched a new initiative that aims to dramatically increase students' access to higher education over the next decade. ASU Online and Extended Campus (ASU Online) plans to enroll and graduate tens of thousands of new students in the state, nation and all over the world. ASU Online will provide the infrastructure for all ASU colleges and schools to grow existing programs and develop new programs for meeting the needs of students and employers.

With the aim to meet international and cultural education needs, ASU established the School of International Letters and Cultures in the College of Liberal Arts and Sciences on

the Tempe campus for the spring 2007 semester. With more than 20 language specialization areas, nine undergraduate degree programs, six certificate programs, four master degree programs and a doctorate in Spanish, the new school is built on the strengths of the former Department of Languages and Literatures, but reaches across traditional academic boundaries to create new alliances with other departments, schools and centers.

A host of opportunities for students came into bloom on the Downtown Phoenix campus, the most recent addition to the ASU community. The young campus brought expanded class offerings, including weekend, evening and Web-enhanced classes, and a wide variety of internships that placed students in downtown agencies, companies, organizations and schools.

A new six-story, 230-square-foot building in the heart of downtown became home base for students in the Walter Cronkite School of Journalism and Mass Communication. The building, primed for journalism students in the digital age, features two television studios, seven digital computer labs and a 150-seat auditorium. With a new campus and a new building, the Cronkite School also established itself as a national digital media leader through an initiative by the John S. and James L. Knight Foundation that aims to usher journalism into a new direction.

During the academic year, ASU continued leading university sustainability efforts, as it deployed the largest university solar installation and implemented a new green policy: ASU PUR 210. The policy states that all companies that want to do business with ASU must pass a stringent test of their environmental practices in nine key areas: energy, water, toxins and pollutants, bio-based products, forest conservation, recycling, packaging, green building and landscaping.

As a result, the university topped several 'green' lists. Named by *The Princeton Review* as one of the nation's top greenest universities – and by the Kaplan College guide as one of the country's top 25 environmentally responsible universities –

(See **UNIVERSITYWIDE ADVANCEMENTS** on page S4)

**Students succeed with added academic support, advising**

By Christine Lambrakis

Students gave a thumbs up to all the changes implemented in the last year at ASU's Polytechnic campus.

Some improvements to services include the hiring of a disabilities resource director, as well as increasing the number of academic advisers and offerings in the library and Student Success Center.

Since Garret Westlake's arrival as the disability resource director, the number of students with disabilities being served on the Polytechnic campus has doubled. Upgrades to building access and other assistance have some students grateful for his support. "Garret has been very helpful to me with all my classes," says Daniel Liguori, a sophomore in University College. "His guidance and assistance helped me earn a 3.17 grade point average. With his help, I reached my goal of being accepted to the Cronkite School for fall 2009."

Other areas that students have noticed are in the library and Student Success Center on campus. The library increased staff training for both student and permanent staff members, which enables the help desk associates to answer more complex questions and get people started with their research.

Additionally, more seats and study

carrels have been added to provide a better learning environment. The library also installed messaging monitors throughout the Academic Center building to provide information on services and other activities in the library and throughout campus.

"Open 95 hours each week and until midnight Sunday through Thursday, the library is often filled with people and has become a very popular place on campus," says Brian Doherty, director of the Polytechnic Library.

And the Student Success Center has implemented new initiatives, including a Supplemental Instruction (SI) program for a chemistry course, as well as added a Morrison Writing Fellow who works through the writing center to tutor Morrison School of Management and Agribusiness students in business and technical writing. Additionally, a new collaboration with the aeronautical management technology program provides tutoring help to students.

Students such as Dominick Hernandez says that the biggest improvement for him has been the Student Success Center.

"The only reason I have a 3.94 GPA today – originally, I was a 2.4 GPA student – is because of the tutors, writing center and staff in the center,"

says Hernandez, a junior in the business administration program.

Students can also take a break from all the studying and tutoring in the lower level of the Academic Center building to attend new events the Program & Activities Board-Polytechnic (PABp) is able to offer, thanks to the new \$25 Student Activity Fee, according to Lauren Kriegel, PABp director and sophomore in exercise and wellness.

"We were able to host many new

and free events for students this semester that otherwise would not have been able to happen without the monies raised by the fee," she says.

"I'm grateful the former air base look is starting to fade away," adds Kriegel of the impact the new space is having on the campus.

Hernandez agrees that the campus' new look is the biggest improvement, but he recognizes none of what he has accomplished over the past year can be done without the help of others.

"It is the dedication and personal involvement of the professors and staff at all levels. That is why I chose to pursue a degree at the Polytechnic campus," says Hernandez.

Lambrakis, with the *Public Affairs at the Polytechnic campus*, can be reached at (480) 727-1173 or lambrakis@asu.edu.

# Focus on the Student

Arizona State University  
2007-2008  
academic year

**S**tudents are at the heart of Arizona State University's mission of access, excellence and impact. In the 2007-2008 academic year, ASU made many advancements in helping students get the most out of their educational investment.

From facility upgrades to implementing new curriculum to enhancing student services, ASU aims to accommodate its growing student body and ensure that students graduate from a top-ranked school with a valuable degree.

## National Rankings upward bound

U.S. News & World Report placed ASU in the top tier for the second year in a row as one of the "Best National Universities" and placed several graduate programs in top tiers as well.

ASU was ranked **fourth best in "Up and Coming Schools"** in the 2009 edition of "America's Best Colleges" by U.S. News & World Report. The new ranking highlighted 70 "schools to watch" in terms of promising and innovative changes in academics, faculty, students, campus life, diversity and facilities.

## university profile



Total enrollment	<b>67,082</b>
<b>Tempe campus</b>	52,734
West campus	9,572
Polytechnic campus	9,614
<b>Downtown Phoenix campus</b>	8,431
Undergraduate students	53,298
Men	25,799
Women	<b>27,499</b>
<b>Full-time</b>	43,145
Part-time	10,153
Graduate students	13,784
Men	6,519
Women	7,265
<b>Full-time</b>	8,469
Part-time	5,315

### Arizona State University...

**offers** more than 250 undergraduate programs and serves more than 65,000 students in the metro Phoenix area.

**champions** intellectual and cultural diversity, and welcomes students from all 50 states and more than 100 nations across the globe.

**sets the precedent** for a new model of higher education – one that combines academic excellence, entrepreneurial energy and broad access – and leverages resources from across the university and through community partnerships to solve problems.

## joining the work force



**ASU Career Services** reported a 15 percent increase in online job postings for employers recruiting students on campus.

ASU playing a major role in hosting new corps members and staff.

Housed in ASU's Department of Innovation and Entrepreneurship at SkySong, the **Sun Devil Entrepreneurship Network** worked to connect Arizona's vibrant start-up companies with the energy of entrepreneurial students.

The **Downtown Phoenix campus** became a hotbed of internship opportunities for ASU students. Such internships gave students the chance to experience real-world job settings in the downtown community and get an early start on the path toward finding a career.

In its inaugural year, the Sun Devil Entrepreneurship Network placed 58 students with local businesses and aims for 150 by July 2009. Offered through each of the university's colleges, the entrepreneurial internship allows students a real-world experience and companies the advantage of ASU talent.

ASU's **Film and Media Production Program** continued to grow its cooperative education project with Universal Pictures in Universal City, Calif. It allowed competitively selected students to spend a full semester working with Universal's production department in a cooperative learning environment.

**Teach for America** is selecting Phoenix as the site for its sixth institute in the United States with

## financial cost

Average 2007-2008 cost of a full-time undergraduate student at ASU

Room/Board	\$7,320	=	Resident Total	\$17,071
Personal	\$3,830		Non-resident Total	\$29,103
Books/Supplies	\$950			
<b>Resident tuition/fees</b>	<b>\$4,971</b>			
Non-resident tuition/fees	\$17,003			

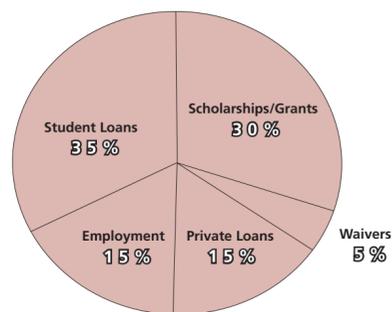


### Education Affordability

Compared to 50 top state institutions, ASU is among the most affordable universities for resident and non-resident students.

To help students finance their education, ASU awarded more than \$450 million in financial aid last year.

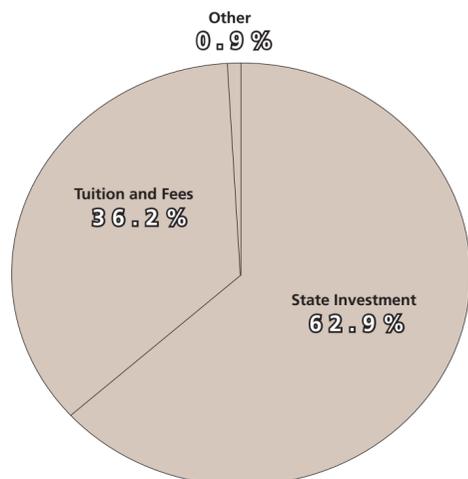
Distribution of Financial Aid



### University Revenue Sources

The university receives the majority of its funding from the state with tuition and fees accounting for a third of revenue.

University revenue enables academic and institutional support, services for students, scholarships, operational maintenance, public service, and a high level of research that qualifies ASU as a Research I school.



## freshmen snapshot



First-time freshmen **9,707**

First-time, full-time freshmen 8,458

Freshmen from Arizona **6,603**

National Merit Scholars 166

President's Scholars 884

Provost's Scholars **1,185**

**University Scholars 833**

National Hispanic Scholars 103

National Achievement Scholars 4

Average high school GPA 3.41

Average high school rank 26.1%

Average SAT **1082**

Average ACT 23.5

## facility upgrade

The Tempe campus' Memorial Union underwent a major renovation and now offers a **more contemporary setting** for students to study, dine and relax between classes.

Vista del Sol and the Hassayampa Academic Village opened their doors and fully developed for students to settle into their new **on-campus living community**.

Among the many facility upgrades on the Downtown Phoenix campus, the most prominent were the new **state-of-the-art journalism facility** that is home to the Walter Cronkite School of Journalism and Mass Communication. In addition, the **luxury residential living facility** Taylor Place opened its doors to downtown students who are seeking the urban college experience.

The Polytechnic campus put the finishing touches on several building projects that ultimately added 44 new classrooms, **33 wet and dry labs**, and 273 offices to the campus' facilities.

## student success



More ASU freshmen are persisting toward their degrees than ever before, with a record number having returned to campus for their sophomore year. At 79.5 percent, freshman retention **hit an all-time high** in the 2007-2008 school year.

Student Success Centers hired more tutors for free walk-in appointments.

The university's Supplemental Instruction expanded its weekly study and review sessions for students in large lecture classes.

Arizona State University **added 23 advisers** to foster student success, learning and development universitywide;

enhanced the eAdvisor online program so that students are **better suited for majors** that best fit their interests and abilities;

established an **online tracking system** that assures students are progressing toward their degrees;

and issued academic status reports **twice in a single semester**.

## leading the nation in 'greening' the university

ASU awarded the first-ever **master's degree in sustainability**.

ASU deployed the largest university solar installation.

Kaplan includes ASU on their list of the nation's **top 25 'green' colleges**.

The *Princeton Review* named ASU as one of the "greenest" universities in the United States.

Researchers from ASU began work to create a framework for **re-engineering the country's power grid** to make it adaptable to renewable electric-energy technologies such as solar and wind power.

ASU implemented a **new green policy: ASU PUR 210**. It states that all companies that want to do business with the university must pass a stringent test of their environmental practices in nine key areas: **energy**, water, toxins and **pollutants**, bio-based products, forest conservation, recycling, packaging, green building and landscaping.

*Sierra Magazine* included ASU in their top 10 list of "coolest" schools.

The student organization **Green Team** brought more recycling options to ASU campuses and enforced better recycling practices.

## campus growth



### West

The newest landmark on ASU's West campus is a City of Phoenix sign along Thunderbird Road designating the 25-year-old campus as the newest of the city's "**Point of Pride**" award winners. The campus was recognized as "the centerpiece of a burgeoning region representing a new frontier in commerce, sports, recreation, arts and lifelong learning opportunities."

ASU's College of Teacher Education and Leadership, which has expanded course offerings from its West campus base to the Downtown Phoenix campus, won a WESTMARC "**Best of the West**" award – its second in a row – for its Project ASPIRE program that provides a hands-on, experiential pathway for students to become special education teachers.

### Downtown Phoenix

A new six-story, 230-square-foot building became home base for students in the Walter Cronkite School of Journalism and Mass Communication. The building is equipped with two television studios, seven digital computer labs and a 150-seat auditorium.

Advising services and tutoring support expanded, and Supplemental Instruction was implemented downtown. Supplemental Instruction is a nationally recognized program that provides support for courses that have been demonstrated to be the most challenging to students.

The undergraduate researcher program grew by 66 percent in the last year and provided more than \$12,500 in scholarships to students who are working with faculty on research.

### Tempe

The newly established School of International Letters and Cultures continued the university's emphasis on interdisciplinary learning with more than 20 language specialization areas, nine undergraduate degree programs, six certificate programs, four master degree programs and a doctorate in Spanish. Built on the strengths of the former Department of Languages and Literatures, the new school reaches across traditional academic boundaries to create new alliances with other departments, schools and centers.

ASU's Center for the Study of Institutional Diversity opened its doors with the aim to place broader emphasis on analyses of institutions that help guide policy-making and decision-making toward sustainable development.

### Polytechnic

Facility upgrades marked the 2007-2008 growth on the Polytechnic campus with about 245,000 square feet of new academic facilities, as well as landscaping improvements. New classrooms, labs and offices opened up for students, faculty and staff. The library also expanded to accommodate the growing student body.

The Student Success Center implemented new initiatives, including a Supplemental Instruction program to help students succeed in their coursework.

The campus offered a higher level of academic support, more tutoring sessions, and a wider selection of exercise and wellness activities available at the Academic Center.

## Focus on the Student: Students weigh in on university experience

By Natasha Karaczan

**Samuel Moya**  
Freshman  
Secondary Education  
West campus

Samuel Moya, a secondary education major, has always known he would become a Sun Devil. Being involved in programs such as the Rodel Community Scholars, Young Life and Residential Life has helped him find out what interests him and what he might like to pursue in the future.

"ASU has done more than guide me to a major and a career – it has showed me many different paths to take," says Moya.

With the help of financial aid and aca-

demical scholarships, Moya has been able to finance his education. ASU has provided him with a wide variety of courses and opportunities to help him achieve his education degree and life goals.

"I know that ASU offers the tools necessary to achieve my goals," says Moya.

He describes his time spent at ASU to be "an engaging adventure" and says he has learned valuable lessons on how to balance his priorities.

"I'm having the time of my life and learning something new every day. I am looking forward to my future years here at ASU."



Samuel Moya

**Ilse Inzunza**  
Senior  
Journalism  
Downtown Phoenix  
campus

My family has always been strong advocates of higher education and firm believers that your college experience ultimately shapes who you become in the future.

That's why for me, choosing the right college and the right major were two of the most important decisions I had to make before graduating high school.

Much of my decision to attend Arizona State University came from the campus tours I participated in and the students and staff who visited my junior high and high school as guest speakers. They had a willingness to answer all my questions whether they ranged from application queries or questions about a major I was considering.

For me, that major was journalism, and the fact that the Walter Cronkite School of Journalism and Mass Communication was expanding its facility in downtown Phoenix really intrigued me.

I found their highly qualified staff and technologically advanced equipment to be extremely important in keeping their students up to par with other journalism students around the country.

On top of that, I would be able to ride the light rail from Tempe into Phoenix without having to drive myself.

A lot of what my curriculum entails at the moment feels fresh and in line with the transformation journalism is experiencing today. Everything I am learning holds a purpose, and I have never once felt that what I am learning will not in any way aid me through my future in writing.



Ilse Inzunza

**Sarah Snyder**  
Senior  
Literature, Writing and Film  
Polytechnic campus

I chose ASU because it offered the most benefits as a student. It is close to home and offered the most scholarship money and the most choices for degree programs.

I became a Literature, Writing and Film major with the encouragement and support of my writing professors and my boss at the Student Success Center.

Working as a Student Success Center employee has molded my education, my desires, and has also opened up the occupation of writing to me as a career. I think that working at the Student Success Center has made me more aware of the learning process and has allowed me to make the most of my education.

The new humanities program on the Polytechnic campus directly benefited me because it allowed me to stay on the campus that I love, enjoy the atmosphere that is Poly and continue my education. The Literature, Writing & Film degree program is my niche.

After college I plan to work and then return to higher education for my masters and then doctorate. Because of my personality, I will always enjoy being a student and lifelong learner.



Sarah Snyder

**Megan McGuire**  
Junior  
Marketing / Certificate in Business  
Tempe campus

For Megan McGuire, a junior studying marketing, it was the faculty and staff at ASU's W. P. Carey School of Business that were her deciding factor to attend Arizona State University.

Their dedication and willingness to help her succeed made the college stand out from many other universities she had researched.

"To them I was not just a number. I was an individual with unique needs, ideas and dreams for the future," says McGuire.

She also found that despite ASU's student enrollment

boasting more than 60,000 students, she could still have personalization in her classes and be open to a variety of opportunities.

"I have had the opportunity to participate in campuswide community service projects, interact directly with prominent alumni and university officials, and help welcome incoming freshmen to ASU each fall," says McGuire.

McGuire says that she has been able to finance her education mostly through scholarships such as the Sun Devil Scholarship, as well as others she received from the W. P. Carey School. These scholarships similarly affected her decision to attend ASU.

Upon graduation she plans to use her business skills to help Third World countries in need of medical attention and education. McGuire will also work toward obtaining a master's degree.



Megan McGuire

**Luz Osuna**  
Junior  
Industrial Engineering  
Tempe campus

*Osuna is the president of the Society of Hispanic Professional Engineers (SHPE) at ASU.*

I have had an awesome experience during the time I have been at ASU.

During the summer before my senior year in high school, I participated in the Math-Science Honors Program at ASU. I was able to take a calculus class and live in the dorms. The whole experience opened up my world to so many different things and new people that I decided

ASU was the place for me to go to college.

Also, the Industrial Engineering Department at ASU is one of the top 20 in the country, so this made my decision easier.

I have received many scholarships from ASU. Most notably, I received the President's Scholarship and the Armstrong Family Foundation Scholarship. The Armstrong Family Foundation is truly a great foundation. I have had the opportunity to give back to the community through semi-annual trips to Mexico where the scholars build houses for people and conduct a food drive for a



Luz Osuna

whole neighborhood.

Financial aid from ASU has definitely made a significant impact in my life. Without it, college would not have been a reality for me.

One of the resources I have found most useful as a student at ASU is the tutoring center at the Hassayampa dorms. The tutors there were very knowledgeable and dependent, and thanks to them I was able to successfully complete a course that was particularly difficult for me.

In addition, my adviser is amazing. She is always willing to help me with whatever she can, and her advice is always helpful. She is accessible, and she has even written letters of recommendation for me.

After college, I hope to start my career in a company here in the Valley while continuing to be involved with SHPE.

## Universitywide advancements propel ASU's mission of impact

(Continued from page 1)

ASU received national merit for its sustainability-focused research, initiatives and programs. *Sierra Magazine* included ASU in their top 10 list of "coolest" schools.

Universitywide improvements further enhanced campus facilities. The school year brought with it a major renovation to the Tempe campus' Memorial Union, which now offers students a more contemporary setting, as well as more variety in dining options. New luxury residence halls, such as downtown's Taylor Place and Tempe's Vista del Sol, provided students with quality living. And state-of-the-art academic spaces opened up for students at the Polytechnic campus, as well as the Downtown Phoenix campus.

ASU ramped up its services to students with an expanded and enhanced university emergency text-message alert system that notifies students of university crises and directs them accordingly.

The university's all-time high freshman retention rate might be attributed to the improvements made to the First Year Residential Experience program that helps students make a successful transition from high school to college.

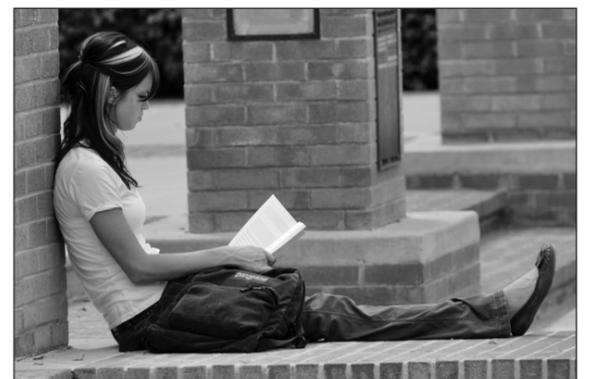
And the university's link to the job force became streamlined as more employers recruited on campus last year, and ASU Career Services reported a 15 percent increase in online job postings.

Additionally, the Sun Devil Entrepreneurship Network (SDEN), housed in ASU's Department of Innovation and Entrepreneurship at SkySong, worked to connect the state's vibrant start-up community with the energy of entrepreneurial students. Available to students on all four campuses, SDEN placed 58 students with local businesses in its inaugural year, and is aiming for 150 by July 2009. The entrepreneurship-focused internship gives students a real-world experience and offers companies the advantage of young, fresh talent.

Also looking for young talent, Teach for America selected Phoenix as the site for the sixth Teach for America Institute in the United States. ASU will play a major role in hosting new corps members and staff.

With a year's worth of improvements and additions, Arizona State University is further driving its mission of access, excellence and impact. The university's growing student body not only is well positioned to earn a college degree from a top-

ranked school, but to gain the vital experience needed to adapt to a rapidly changing 21st-century work force.



TOM STORY PHOTO

**Britta Vatsaas, a secondary education major from Glendale, does a little reading by the reflecting pool near the Fletcher Library on the West Campus of Arizona State University.**