

ASU

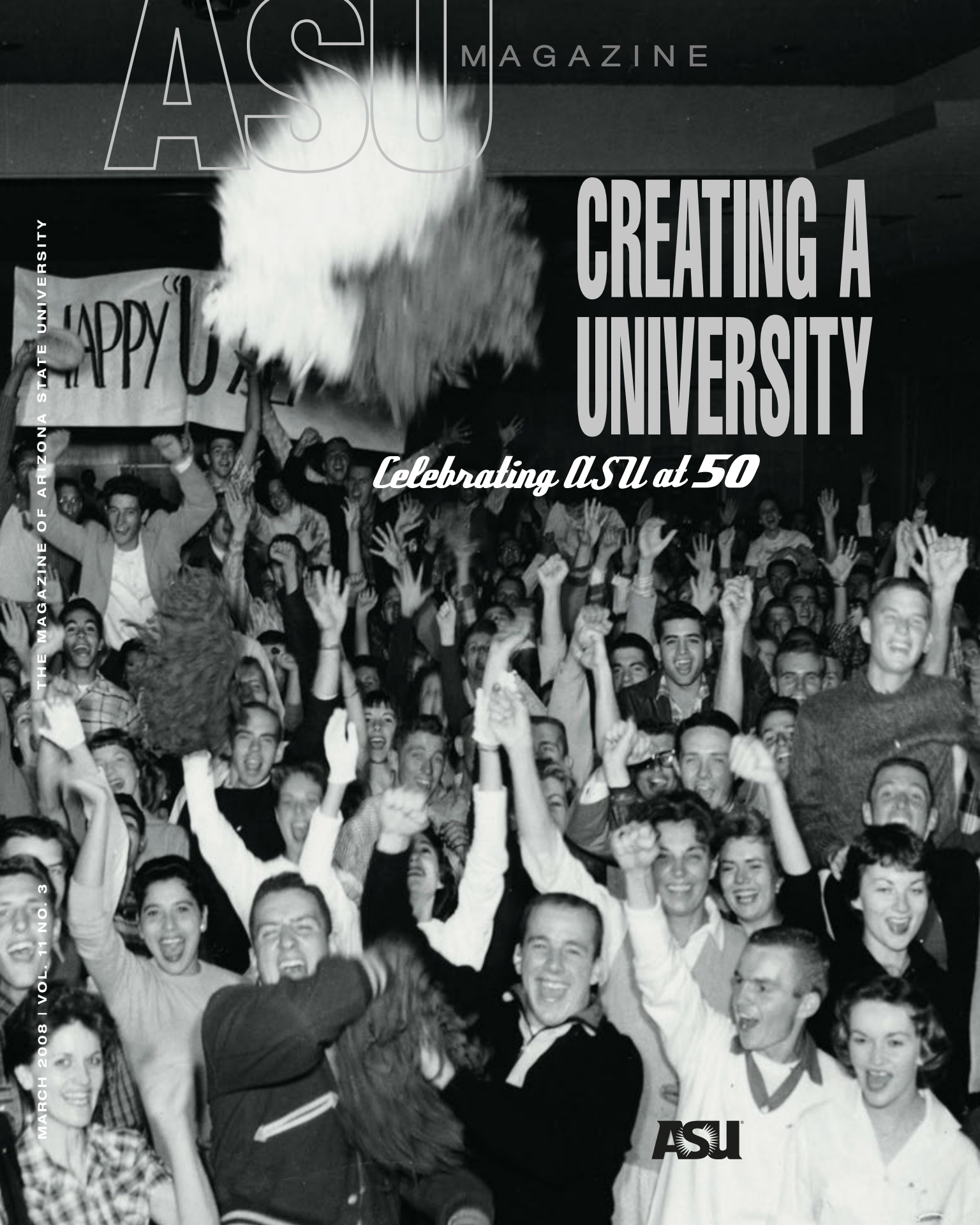
MAGAZINE

CREATING A UNIVERSITY

Celebrating ASU at 50

THE MAGAZINE OF ARIZONA STATE UNIVERSITY

MARCH 2008 | VOL. 11 NO. 3



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ASU MAGAZINE

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Volume 11, No. 3

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Thank You

A special issue is a group collaborative effort. The staff of ASU Magazine would like to thank the following persons for their assistance in locating historical photos and research materials for this commemorative edition: Neil Millican and Rob Spindler, University Archives/ASU Libraries; Christopher De Herrera, Office of Public Affairs; Mark Brand and Regina Verlengiere, Intercollegiate Athletics; and others at Hayden Library and elsewhere who went above and beyond in helping us find photos and accurate caption information.

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President's Letter



We hope you enjoy this special issue of ASU Magazine, which is dedicated to celebrating ASU's 50th anniversary as a university. On Dec. 5, 1958, Gov. Ernest McFarland signed a proclamation announcing the institution's name change from Arizona State College to Arizona

State University. This act was preceded by years of academic preparation by Arizona State's faculty and staff, struggles in the state Legislature and at the Arizona Board of Regents and a successful ballot initiative campaign supporting the name change that was waged by thousands of Sun Devil alumni, students and supporters.

The university will be remembering this milestone throughout 2008. The Alumni Association chose to produce a commemorative magazine issue early in the year because our signature event, Founders' Day, held this year on March 18, will also take ASU's 50th anniversary as its theme.

We will honor the alumni classes of 1956 through 1959, who collectively worked so hard to pass the ballot initiative for the name change, with the James W. Creasman Award. We will also be honoring Lt. Gen. Frank Sackton—an alum, a professor emeritus, the founding dean of the College of Public Programs, and a distinguished administrator at ASU—as he symbolizes the excellence displayed by alumni who have served ASU as faculty and staff that has characterized the institution since it was chartered in 1885.

The institution that has become Arizona State University has evolved from a normal school to a teacher's college to a leading public research university. We are poised to achieve even greater things in the coming decades; we hope you'll join us as a member of the Alumni Association as ASU becomes the new "gold standard" for higher education in the 21st Century.

A handwritten signature in cursive script that reads "Christine K. Wilkinson".

Christine K. Wilkinson, '66, '76 Ph. D.
President, ASU Alumni Association
Senior Vice President and Secretary of the University



6 It's all about U

The drive to change Arizona State's name from College to University had many twists and turns, and set the institution on a course that still shapes it today.



22 Creating a university

Developing a public research university on the foundation of a teacher's college was a challenge, but Sun Devils rose to the test and have passed many phenomenal benchmarks over the past half century.

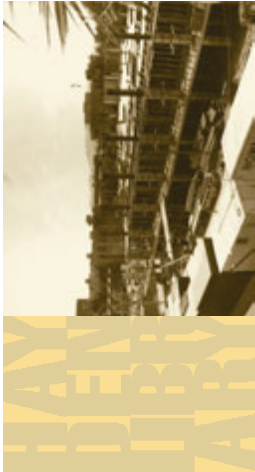
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Faculty, staff and alums reminisce over the most remarkable—and laughable—moments from the past 50 years.





40 Construction Zone
 ASU's ongoing building boom has supported the university's ongoing trajectory toward academic and research excellence.



48 Sprinting to greatness
 The Sun Devil sports legacy is one of achievement and growth, which has also helped the school take its place among the academic giants.



58 Harvesting success
 How will President Michael Crow's New American University agenda, and ASU's pursuit of its design imperatives, germinate in the coming decades?

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A "pop" quiz on the goodies that marked our march through the decades.

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The Sun Devil "look" has changed over the years; we give you a comprehensive overview.

54 Then & Now: Sports

Winning is still the focus, but Sun Devil uniforms have morphed over the years.



68 Theater of tomorrow
 Rick Shangraw, director of ASU's Decision Theater, can show policymakers the future. If they don't like what they see, he can show them another future.



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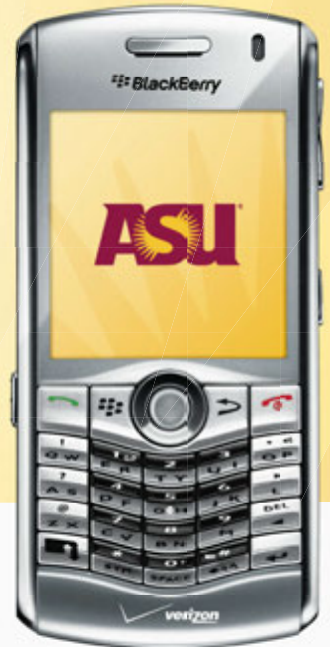


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ARIZONA STATE

6



It's all about

By PETER ALESHIRE

U

The 1958 name-change campaign galvanized Arizona State—and recast the institution's future

COLLEGE UNIVERSITY



Arizona State's Memorial Union 1958

Thousands of happy Arizona State College students surged through the Memorial Union on the evening of Nov. 4, 1958, primed to celebrate the passage of an unprecedented statewide referendum that would transform their school into a university, despite the fierce opposition of their University of Arizona nemesis.

But inside the improvised election command center, Student Name Change Chairman Ron Ellenson watched Arizona State President Grady Gammage's



Above: Name-change campaign leaders (left), Wendall Shofstall, Don Dotts (center), and Owen Riley Dean Jr. Opposite page: Faculty, students and alumni banded together to execute the “Yes on 200” campaign.

expression with growing dismay. Gammage held the thin strip printing out vote tallies as they came out of the teletype machine, his face ashen.

“His heart fell right down to his feet someplace,” recalls Ellenson, one of perhaps two dozen students who put their lives on hold in 1958 to work with a grassroots network of alumni and political leaders to promote Proposition 200, a measure that would change the name of their school from Arizona State College to Arizona State University.

Until that moment, the 100,000 votes that had already been tallied had given the measure a comfortable lead, in spite of vocal opposition from the state’s Board of Regents, the state legislature and the University of Arizona’s far-flung network of alumni. But the figures in Gammage’s hand now showed that a huge block of 40,000 votes had come in almost entirely against the name change.

“It was terribly disheartening.

We knew it was do or die. It was our one chance, and losing would have been a terrible embarrassment – and probably would have doomed the name change forever,” recalls Ellenson.

Bringing the campaign to that point had entailed an enormous effort. Thousands of students had circulated petitions, lobbied their parents and rung doorbells. Hundreds of alumni had served as foot soldiers in a campaign by the Arizona Jaycees to gather the most initiative signature petitions in history. Gammage and his wife had spoken at scores of rallies across the state, defying his bosses both at the Board of Regents and in the Arizona legislature. Students and alumni had marched on the capitol en masse, flooded lawmaker mailboxes, held parades, pressured their parents, flown a gaily painted private campaign plane all over the state, delivered petitions in an armored car

and enlisted the help of celebrities – including television and radio megastar (and former student) Steve Allen.

But suddenly Proposition 200 wobbled towards defeat on the smudged chalkboard tallies. To dampen the mood even further, a new rumor rippled through the crowd at about the same time: smug and domineering Wildcat supporters had crept onto campus and lit a fire behind the Memorial Union. Up until that moment, it had seemed Arizona State might finally win the right to call itself a university. Now, all that was in doubt. How could such a passionate effort have come to this?

GOLDEN ANNIVERSARY

This year’s 50th anniversary of the historic name change campaign revisits a singular moment in the

Name- Change ERA TIMELINE



March 13, 1945

Gov. Sidney Osborn signs a bill granting the Tempe and Flagstaff campuses of Arizona State Teacher College the authority to confer non-teaching degrees. The college is renamed Arizona State College at Tempe.

May 1951

President Grady Gammage appoints an internal faculty committee, headed by Harold Richardson, to study the academic structure of Arizona State and to make recommendations for the future of the institution.

May 1953

The Arizona Board of Regents, responding to Gammage's presentation on the Richardson committee report, agrees to have the U.S. Office of Education study higher education issues in Arizona and make recommendations concerning the future of Arizona State College at Tempe. Ernest Hollis is designated to lead the study.

state's history and one almost unparalleled in the history of higher education. The recollections of people who played a key role not only illuminate the history of the university, but the profound social and demographic shifts that shaped both Arizona and higher education nationally.

"It's still the seminal event in the history of ASU and in many ways of Phoenix too," said Grady Gammage Jr., who recalls the ceaseless comings and goings connected to the campaign in his father's house. "It was really a different era, but my dad may have realized, earlier than most people, what was going to happen to growth in Phoenix."

"That was perhaps the only time such a name change ever went to the vote of the people," says Don Dotts, editor of the State Press in the late 1950s and a key campaign organizer, who later worked for the ASU Alumni Association, first as editor of the Arizona Statesman magazine and ultimately as executive director. "You have to remember, in those days the whole state was run by U of A graduates. The campaign really sent a message that this is a

sleeping giant in Tempe, you'd better watch out. The old politics ain't going to work."

"We knew that the future of the university was going to be determined by getting that name changed," recalls the Rev. Bob Reynolds, a student organizer who was so consumed by the campaign that it delayed his graduation by several years and diverted his own future into a career of service as an Episcopalian minister.

"It was such a different time. It was a small school, rather intimate," Reynolds said. "There was a great deal of pride in who we were – with lots of veterans on campus. There was just one place in the student union to get your coffee or coke, so you could connect with people easily."

CHANGES BREW AFTER WWII

The roots of the campaign dated back to the legislature's decision in 1885 to establish a single land-grant university in Tucson, plus a teacher-training normal school in Tempe. By the end of World War II, the Arizona State Teachers College at Tempe had just 500 students. But in 1945, President Gammage convinced the U of A-dominated Board of

ARIZONA STATE



Regents to rename his institution Arizona State College and authorize issuance of a handful of liberal arts degrees.

Almost immediately, the renamed Arizona State began a period of explosive enrollment growth. By 1951, Arizona was gaining 50,000 residents each year – three-fifths of them in Maricopa County. By 1954, enrollment at Arizona State Teacher’s College had risen to 4,000 and President Gammage was once again pushing for a reorganization and name change to put the school on roughly equal footing with his own alma mater – the U of A.

He proposed abandoning the departmental model left over from the teacher college days to establish

seven schools – each with a dean and a mix of undergraduate and graduate degrees. The proposal set off a fresh, fierce debate at the Board of Regents, which ultimately approved the College of Arts and Sciences and just one of the other seven proposed new schools. However, the debate also spurred the decision that would set up the next stage of the struggle: a request for a study of the structure of higher education in Arizona by the U.S. Office of Education.

The resulting blue-ribbon panel spent a year interviewing faculty, students and administrators before issuing a book-length report in 1954 that largely validated Gammage’s position. The report concluded that

Arizona State College was already rapidly becoming a university and was “literally bursting out at its academic seams.” Moreover, the report added, “uncontrolled institutional competition tends to divide the state’s influential citizens into more or less permanent factions that sometimes take a sanguinary delight in defeating the efforts of the other institution and its factions, usually without too much regard for the merits of the case.”

The panel recommended reorganizing Arizona State into four colleges – Liberal Arts, Education, Applied Arts and Sciences and Business and Public Administration, with an array of undergraduate and graduate degrees.

UNIVERSITY



Sept. 1954

The Hollis Commission states in its report that Arizona State is "rapidly becoming a university" and recommends the creation of colleges within the institution to reflect this fact.

Nov. 20, 1954

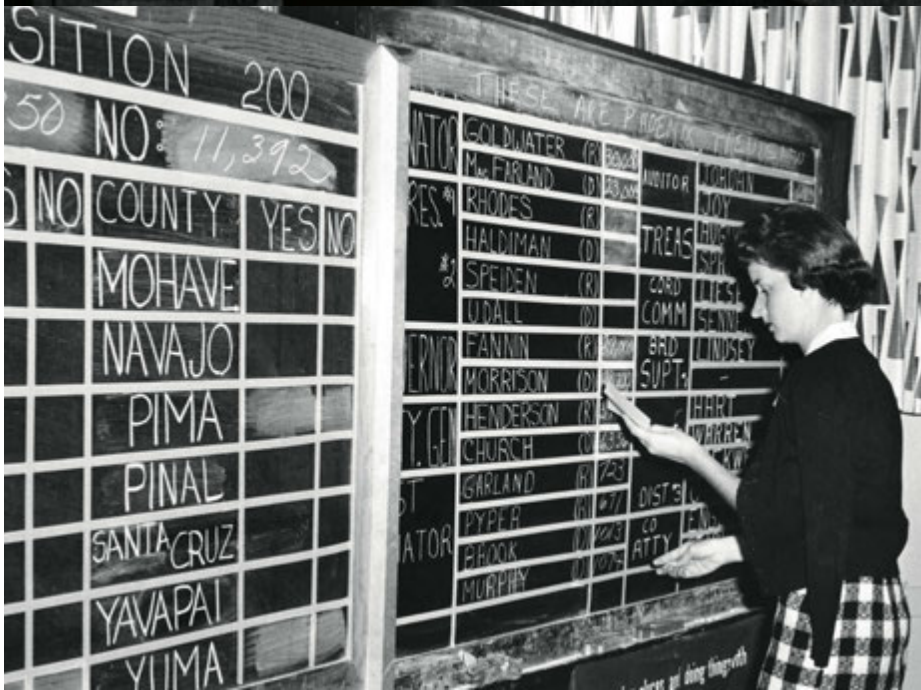
The board of regents accepts the Hollis report by a vote of 5-4. It also hears a motion by regent (and Arizona State alum) Lynn Laney to change Arizona State's name to designate it "some sort of university," but protests by regents favoring the University of Arizona cause the consideration of the motion to be postponed.

Spring 1955

A bill introduced in the Arizona Legislature to change Arizona State's name dies in committee.

July 1, 1955

Arizona State's academic structure is reconfigured from 14 departments reporting directly to the college president into four colleges led by deans—the College of Applied Arts & Sciences, the College of Education, the College of Business Administration, and the College of Liberal Arts.



Above: Grady Gammage (second from right) and name-change campaign leader James Creasman (second from left) celebrate as the teletype machine announces that Proposition 200 has passed.

Left: The tally for the name-change appeared close at one point during the evening, but the measure was supported broadly across the state.

Opposite page: (top) An Arizona State alum flew his private plane all over the state to advertise the name-change campaign.

(bottom) Name-change advocates plastered pro-200 bumper stickers everywhere.

On Nov. 20, 1954, the Regents debated the recommendations as “fireworks erupted” and “heated regional arguments flared,” according to the Arizona Republic. In the end, the Regents approved the federal panel’s recommendations on a 5-4 vote, with Gov. Howard Pyle casting the deciding vote.

Now claiming the title “university” was surely just a formality, Sun Devil supporters asserted.

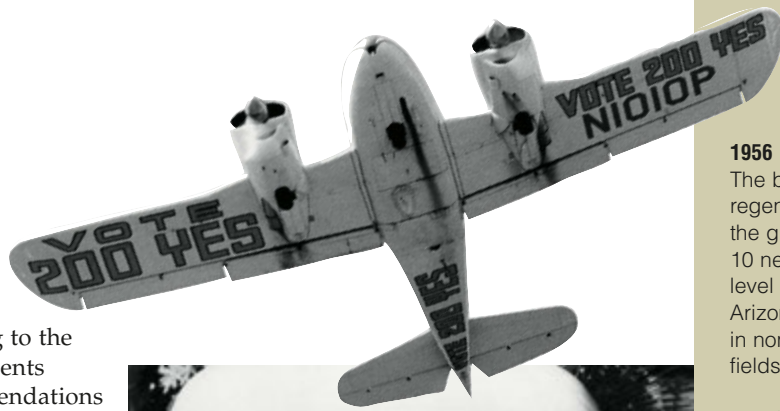
Guess again.

PETITION FEVER QUELLED

A solid majority of the Board of Regents favored the University of Arizona and so were resistant to a name change for the rival college. Curiously enough, one of the first spurs for a change came from student Ron Leed’s search for a topic for a paper in his American Problems class. Urged to research Arizona State College, he discovered that it was classified as a university nationally – since it had multiple colleges and offered liberal arts degrees. Leed wrote a paper, “When is a Hot Dog a Hamburger,” which ended up catching the attention of the school’s administration. Several administrators urged him to pursue the politically sensitive issue, Leed recalls.

So Leed and other students organized a rally on campus, which drew more than 2,000 students in 1955, the first of a series of meetings and rallies intended to spur the legislature to change the name through an act of law. Leed recalls that at least one major business offered anonymous financial support for the campaign. But the resistance also emerged quickly. Leed’s father was a Tucson businessman and both he and his son soon found themselves under strong pressure from Tucson business and civic leaders to drop the campaign, Leed recalls. In fact, one prominent business leader advised Leed’s father to “take him out and drown him.”

Despite the rallies and meetings with top politicians, the name-change bill never made it out of committee in 1955. Gammage persisted in the next session, working quietly through the legislature, to avoid alienating either the Board of Regents or the lawmakers controlling the purse strings, according to “The Arizona State University Story” by Ernest Hopkins and Alfred Thomas. But the 1956 version of the bill also died in committee.



By 1957, recent graduates Owen Riley Dean Jr. and Bill Kinnerup had decided to take matters into their own hands by convincing the Junior Chamber of Commerce to launch an initiative drive to change the name, partly as a way to boost otherwise low turnout rates. They were printing up the petitions when they got a call from the administrators at Arizona State, Dean recalls.

Dean and Kinnerup sat down in the Memorial Union faculty dining room with Gammage and a phalanx of deans to listen as Gammage asked them to hold off on a petition drive. Friends in the legislature had vowed to push through a name change bill, he said.

“Do you think we can trust them?” asked Dean skeptically. “Oh, yes. Definitely,” replied Gammage.

1956

The board of regents approves the granting of 10 new master’s level degrees at Arizona State, all in non-teaching fields.

Jan. 20, 1956

A picture appears in the Arizona Republic of a highway sign designating Arizona State College which has the word “college” covered up and replaced with “university.”

February 1956

Supporters of the name-change efforts introduce House Bill 71, which after several attempts to kill it, passes out of committee and is passed by the Arizona House. However, the measure stalls when it reaches the state Senate and is never passed.

Feb. 17, 1956

The Arizona Daily Star in Tucson reports that the group Citizens for College and University Education has been formed to oppose legislation to change the name of Arizona State College at Tempe to Arizona State University.

July 2, 1956

Grady Gammage suggests that officials from



So they put their effort on hold.

But the promised name change turned into a Trojan Horse when Senator Harold Giss of Yuma introduced a bill to change the name to Tempe University, a move which provoked a furor that ultimately fertilized the grassroots campaign. In a largely spontaneous moment of indignation, several thousand students attending a campus rally against the proposal piled into cars and led a wild, honking caravan down to the Arizona Capitol.

The students milled about in front of the capitol building, angry but restrained.

"I remember saying over the bullhorn 'stay out of the Rose Garden,'" recalls Reynolds. "It was really the most orderly riot I've ever seen."

Soon, Giss appeared on the balcony overlooking the indignant crowd, by now covering every space but the rose garden, and promised to withdraw his bill.

After the Giss incident, Dean and Kinnerup vowed to renew their campaign.

Once more, they received a summons to campus, Dean recalls. Kinnerup refused to go, but Dean met again with Gammage and an array of deans and professors. Once again, the administrators fretted that a failed campaign would doom the name change. But this time, opinion was divided. When Dean insisted the Jaycees would go ahead with their drive no matter what, Gammage directed Dean of Students Weldon Shofstall to help coordinate the effort.

POWER OF THE PENS

So the war was on. It would essentially pit U of A's graduate network of lawyers, doctors and politicians against Arizona State's 20,000-strong alumni network of teachers and principals – not to mention the still largely unrealized political clout of fast-growing Maricopa County.

But first, name change advocates needed 29,000 signatures to put the measure on the ballot, despite almost universal failure of such measures in the past. The Jaycees mounted a statewide effort, even enlisting clubs in Tucson, whose members were convinced that the measure would lose and settle the matter for good.

Meanwhile, Reynolds and other student leaders handed out petitions to hundreds of student volunteers.



The frequent front-page articles and hand-wringing editorials in the State Press in the ensuing months capture the suspense and anxiety. Hundreds of petitions disappeared into desk drawers of students, with few names turned in as the weeks dragged on. The State Press fervently touted the efforts of sophomore James Green, 39, a mechanical engineering major with five kids who drove a Phoenix city bus and still had time to gather more than 400 signatures – working for hours each day between his last class and the start of his work shift.

But after weeks of exhortations, the State Press concluded dismally, “the way things look now, the students of this campus are too lazy to get 30,000 signatures on a piece of paper. The fact that we aren’t over the top yet looks bad. It is bad.”

But the editors should have recalled that students put off *everything* until after finals.

Shortly after 1,139 students collected their degrees in the institution’s 72nd graduation ceremony in May of 1958, students fanned out across the state with their long-neglected petitions – even as the well-organized Jaycee signature-gathering campaign reached its climax.

In early July, signature gatherers converged on the student union in front of a giant thermometer tallying the signature count. Nearby, three armored cars, an Army ROTC squad, and a convoy of cars, including one containing Gov. Ernest McFarland, waited. The caravan rushed the petitions to the Secretary of State’s office with the maximum possible fanfare.

In the end, the Jaycees and the procrastinating students gathered 63,956 valid signatures.

(Opposite) Angry students protest a proposed name change to Tempe University. (Left/below) Grady Gammage atop the Memorial Union announcing Prop. 200’s victory, and being carried by jubilant students.



“Company X” (later revealed to be General Electric) had offered to build a plant in the Phoenix area if a college in the area were granting bachelor’s and master’s degrees in engineering. Wildcat supporters protest, claiming two engineering schools in one state represents wasteful duplication.

Jan. 8, 1957

In a speech to the Yuma Rotary Club, Grady Gammage suggests that instead of passing a bill granting his college’s name change to Arizona State University, the Arizona legislature scrap the current higher education structure of the state and create a single University of Arizona system, with campuses in Tempe and Tucson. Name-change advocates react negatively to the suggestion.

1957

The regents approve the first two master’s degree programs for the College of Business Administration: a master’s of science in business administration and a master’s of science in accounting.

September 1957

Arizona State establishes the School of Nursing within the College of Liberal Arts.



The band played, ROTC marched, cheerleaders cheered, students hollered, administrators gave speeches – then the whole, blaring, impromptu parade careened down to the state Capitol.

In that heady moment, they felt almost finished.

But then the opposition formed – specifically, an anti-Prop. 200 group in Tucson that vowed to mobilize a statewide network of U of A graduates to kill the name change idea once and for all.

So the campaign to gather the signature shifted gears quickly and became a low-budget, free-form, grassroots effort to get the measure passed. Fraternities and sororities played a leading role in organizing students, since the Greek organizations dominated the social and political life of what was even then chiefly a commuter campus.

MAKING THE ARGUMENT FOR ASU

One alumnus painted his private plane with slogans supporting Proposition 200 and barnstormed across the state, according to the State Press. Students and alumni organized phone banks and sold buttons. During one football game, the card section added “U” to “AS,” enraging the U of A onlookers. Someone retaliated by burning a swath in the grass of the newly completed football stadium. The Arizona State and U of A debate teams fiercely debated the issue on television and radio stations in both Tucson and Phoenix.

Arizona State’s argument rested on the assertion that the institution was already a university in all but name. U of A backers countered that the name change would force a budget increase that would cost at least \$5 million. That argument drove Prop.

(Above) Gov. Ernest McFarland (seated) signs the proclamation announcing the name change to Arizona State University (opposite page).

200 supporters into purple-faced indignation, decrying a campaign of “un-truths, half-truths and implications,” the State Press fumed. “This is sad commentary on the intellectual and emotional age of some citizens of the nation’s fastest-growing state, for their opposition is borne of thoughtless, unnecessary sectional jealousy,” concluded the editorial.

One wag noted that if the University of Arizona’s argument was true, then taxpayers could save \$5 million by renaming it Tucson College.

Dotts recalled that President Gammage and his wife spent months traveling throughout the state, speaking to alumni clubs.

STATE OF ARIZONA

OFFICE OF THE SECRETARY

UNITED STATES OF AMERICA }
STATE OF ARIZONA } SS.

I **WESLEY BOLIN**, *Secretary of State,*

do hereby certify that THE FOLLOWING IS A TRUE, CORRECT AND COMPLETE COPY OF THE LAW OF THE STATE OF ARIZONA IN EFFECT ON AND AFTER THE 5TH DAY OF DECEMBER, 1958. SAID LAW HAVING BEEN AN INITIATIVE MEASURE PROPOSED BY INITIATIVE PETITION AND VOTED ON AT THE GENERAL ELECTION HELD ON NOVEMBER 4, 1958; 151,135 VOTES HAVING BEEN CAST IN FAVOR OF SAID INITIATIVE MEASURE AND 78,693 VOTES CAST AGAINST SAID INITIATIVE.

AN ACT

AN ACT CHANGING THE NAME OF ARIZONA STATE COLLEGE AT TEMPE TO ARIZONA STATE UNIVERSITY AND PROVIDING THAT SAID INSTITUTION SHALL HAVE SUCH COLLEGES AND DEPARTMENTS AND GIVE SUCH COURSES OF STUDY AND DEGREES AS SHALL BE APPROVED BY THE BOARD OF REGENTS.

Be it enacted by the People of the State of Arizona:

Section 1. The name of Arizona State College at Tempe is hereby changed to Arizona State University, and said educational institution shall have such colleges and departments and give such courses of study and academic degrees as shall be approved by the board of regents having jurisdiction thereof.

In Witness Whereof I have hereunto set my hand and affixed the Great Seal of the State of Arizona. Done at Phoenix, the capital, this 10th day of February A.D. 1959



Wesley Bolin

SECRETARY OF STATE.

Spring 1958

With another Arizona State name-change bill foundering in the state legislature, State Senator Harold Giss of Yuma introduces a bill to change the institution's name to Tempe University. More than 2,000 students and supporters stage a protest in Tempe, then caravan to the state capital. Grady Gammage reprimands the student leaders of the protest.

April 18, 1958

The board of regents approve the renaming of the Graduate Division to the Graduate College. The unit will oversee the development of the advanced programs of study.

April 25, 1958

Name-change supporters unveil a signature-gathering campaign for a ballot initiative to change the name of Arizona State College to Arizona State University. Alumni Association executive secretary James Creasman is named by Grady Gammage to head the campaign.

July 1, 1958

Jubilant Arizona State students, alumni and supporters caravan to the state capitol to deliver 63,956 signatures in

ARIZONA STATE



On one such trip, Kathryn Gammage stopped at a pharmacy in Casa Grande to see if she could leave some pro-Proposition 200 brochures on the counter.

"I'm Kathryn Gammage and I'm campaigning for Proposition 200 and I'd like to leave some brochures," she explained.

The pharmacist glowered at her. "You're not putting those in my store - I'm a University of Arizona pharmacy school graduate."

Ironically, says Dotts, Kathryn Gammage got to know the pharmacist's daughter a few

years later - when the girl became a Sun Devil cheerleader.

After all the rallies, accusations, speeches and pavement pounding, the issue came down finally to the fateful election night of Nov. 4, 1958 - when for a terrible hour, defeat (and possibly destruction) loomed.

But then it turned out that the supposed U of A "attack" behind the Memorial Union was just some Sun Devil fraternity brothers firing up a barbeque. And the mysterious 40,000 anti-Proposition 200 votes turned out to be ballots somehow counted twice. After an hour of nail-biting confusion, the elections office corrected the tally.

VICTORY DANCE

The final vote for Proposition 200 was 101,811 YES to 51,471 NO. The measure lost in only Pima and Cochise Counties and won by an 11-2 margin in Maricopa County.

The crowds gathered at ASU cheered wildly, having having learned an intricate lesson in politics and commitment that changed the lives of many. Parties erupted all over campus. Reynolds recalls watching a happy professor dancing on a tabletop.

"That victory rally was the crowning glory," recalls Ellenson.

UNIVERSITY



For Grady Gammage, the campaign proved to be the final triumph of a distinguished career. Tragically, barely a year after his triumph at the polls, Gammage died of a heart attack in December 1959.

For many of the exhausted student activists, the campaign spurred a personal transformation.

Reynolds dropped out of school as soon as the campaign concluded, got a job in a bank and pondered his future. Then the fraternity council came to call and made him a regional representative, due largely to his success in the campaign. That led him back to ASU to finish his degree and eventually to service in

the ministry – a path, he says, that hinged on his involvement in the name-change campaign.

The campaign gave Ellenson the confidence to overcome painful childhood shyness and launch a successful business career.

“The campaign would never have succeeded without the students, and I think it changed everyone who worked on it,” he said.

So in the end, it’s hard to know who learned the most from this singular triumph of the grassroots activism – the students or the institution.

Which is, after all, how education is supposed to work.

Peter Aleshire is a Phoenix-based freelance writer.

support of the name-change ballot initiative, more than twice the number required by the state to get the measure on the November ballot.

Fall 1958

Proposition 200 supporters fan out across the state to garner support for the name-change proposal. Highlights include an airplane barnstorming tour, a speaking tour featuring James Creasman, Katherine Gammage, various faculty members and their spouses, and a commercial advocating the name change featuring former student and television personality Steve Allen.

Fall 1958

First-year football coach Frank Kush and his Sun Devils promote a yes vote on Proposition 200 while charging to a 7-3 season. Kush tours the state stumping for the measure.

Nov. 4, 1958

Proposition 200 passes.

Dec. 5, 1958

Gov. Ernest McFarland signs the proclamation officially changing Arizona State College’s name to Arizona State University.

THEN & NOW Pop Quiz

A half-century is but a blink in geological time, but an eon in popular culture. We've assembled a "pop" quiz for you: your job is to determine the decade in which these items were popular.

1 Users of this appliance tuned in and turned on.



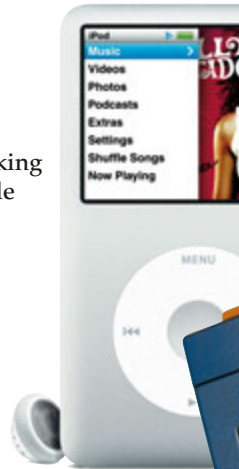
2 This toy was the very model of lightweight fun.



4 This vinyl wonder helped many get in the groove.

3 You had to be "hip" to use this.

5 So many songs, taking up so little space.



6 This was one rodent that didn't bite.



7 Waves of beach aficionados used this.



8 Whether fat or skinny, this became mandatory teen transportation.

9 Thousands of music fans got stuck on this kind of tape.

10 Once this came out, you could walk and hit "rewind" at the same time.



Answer Key: 1. Radio, 1950s and 1960s 2. Balsa wood airplane, 1950s 3. Hula Hoop, 1950s 4. LP record, 1950s through 1980s 5. iPod, 2000s 6. Computer mouse, 1980s 7. Surfboard, 1960s 8. Skateboard, 1970s through 2000s 9. 8-Track tape, 1960s and 1970s 10. Portable cassette player, 1980s 11. Rollerblades, 1980s 12. Pez candy, 1950s 13. Smiley face, "Have a nice day", 1970s 14. Compact disc, 1980s 15. Dashboard hula dancer, 1950s 16. In-home video game console, 1970s 17. Boom box stereos, 1980s 18. Frisbee, 1970s 19. Razor scooter, 2000s

If you get stumped, or simply see too many items that came before (or after) your time, you can find the answer key at the bottom of the page.

11

An in-line version of a childhood favorite.



13 Wonderful diurnal periods were promised by this guy.



17 When these got too loud, authorities lowered the boom.



12

These sweet treats came with collectible dispensers.



15

This lady had more class than your average bobble-head.



14

These sold in "record" numbers when they were first released.



16

This offered arcade fun without the arcade.

18

This disc kicked dog exercise routines up a notch.



19

Sharp kids tooted around town on this two wheeled toy.



NELSON



DURHAM



GAMMAGE

CREATING A UNIVERSITY

ASU's development over the past half-century has been "a wonderful evolution"

By **BILL GOODYKOONTZ**

By the mid-1950s, Arizona State College had the faculty, the students and the programs to be a university.

It just didn't have the name.

Getting permission to tack "university" after Arizona State meant added prestige, status and responsibility for what had until very recently been strictly a teachers college. That's why so much was at stake when the name change was put to a public vote in 1958.

"I'm sure it's the only time in the country a university had to go to a vote of the people to get its proper name," said Don Dotts, who served as executive director of the ASU Alumni Association for nearly 30 years.

Barnstorming tours of the state – with speakers who included new football coach Frank Kush – paid off. The name change easily won approval.

Thus, on Dec. 5, 1958, with a stroke of Gov. Ernest McFarland's pen, Arizona State University was born.

And then the hard part started.



"I think the future is limitless."

ASU President

Emeritus Lattie Coor



“We thought we’d made it when we got the name change,” Dotts said. “And then, lordy, we had to live up to it.”

The university and the people who have led it have spent the last 50 years striving to do just that, seeing the school grow from a little more than 9,700 students in 1958 to more than 64,000 today. The faculty has increased more than tenfold, from 238 people to more than 2,800.

When the name change took place the school consisted of one campus and four colleges; now it spans four campuses and has 22 colleges.

Perhaps most importantly, it was named a Research I university in 1994 by the Carnegie Foundation for the Advancement of Teaching, signaling its arrival as a full-fledged research university.

“It’s been a wonderful evolution,” said Christine Wilkinson, ASU’s senior vice president and secretary. Note the careful choice of words, more specifically the word she didn’t use when describing the university and its changes. At a time when university buildings are springing up all over town – in several towns – and student population continues to swell, Wilkinson was deliberate about her use of the “G” word.

“It’s not a matter of growth,” she said. “It’s meeting the demand and the diverse needs of our state.”

Life on the “intellectual frontier”

Grady Gammage, the university’s legendary president for 26-plus years, pushed hard for the change in name and status. Without his efforts, it’s difficult to imagine so much happening, so fast. But Gammage died in late 1959, leaving the work of starting the newly minted ASU on the path to loftier status to the man who succeeded him, Homer Durham.

“Those two were the giants that lay the foundation, creating the university and all that preceded it on Grady’s part, but then putting in all the basic foundations, making it a full university, on Homer’s part,” said Lattie Coor, himself president of the university from 1990 to 2002. “Homer Durham took the concept that had been put in place and really gave it life.”

Len Gordon, the dean of ASU’s Emeritus College, remembers the early days of the university era.

“I came just about 10 years after the vote,” Gordon said. He knew so little about the region he thought Arizona was next to Texas and had to use his son’s U.S. map to find it. “It was a very exciting and ambitious time. We knew we were going to be heading into Research I status.”

Granted, it would take a while. But under Durham’s leadership the university gained stature, to say nothing of



"We thought we'd made it when we got the name change. And then, lordy, we had to live up to it."

– Don Dotts

"Homer Durham took the concept that had been put in place (by Gammage) and really gave it life."

– Lattie Coor

"It was a very exciting and ambitious time. We knew we were going to be heading into Research I status."

– Len Gordon

several new freestanding colleges, including the College of Law, the College of Fine Arts and the College of Nursing. It also gained authority to grant doctoral degrees. The changes were rapid and profound.

ASU also began attracting top-flight scholars, Gordon said, ticking off names such as Milton Sommerfeld in biology, Carlton Moore in physics and Bernard Farber in sociology. Some academic recruits grew in status after arriving, but others were already established scholars, plucked from other universities.

Gordon said, "It was such an exciting opportunity, not just to be in a good Ph.D. program, but to actually form one."

That kind of work required not only the usual intellectual heft but also a sort of pioneering spirit, perfectly suited for the west. It wasn't exactly tumbleweeds and six-shooters in Tempe at the time, but ASU was still situated on an intellectual frontier.

"I think a certain type that was looking for a little bit of adventure" was attracted to the prospect of working at ASU, Gordon said. "We thought we'd have a great adventure and



move on. But in fact what happened was we kept getting better and better and we just didn't leave." ASU was "very ambitious in recruiting us," Gordon said of himself and his colleagues. "The pay got to the point where we were competitive on basic salaries with UCLA, Washington, Wayne State, and Michigan."

And the ambition was spreading.

Gordon recalled hearing a conversation between parents of an ASU student and former provost Milton Glick. "The parents said, 'Do we want to be as good as the



University of Arizona?" Gordon said. "Milt said, 'We never want to be as good as the University of Arizona. We want to be better.'"

That would take significant growth on several fronts. Building on campus increased, as more and more people moved to Arizona and, as a result, more and more students wanted an education at ASU.

Dotts points to two structures that went up in the '60s

as emblematic of ASU's growth during that time, and as being especially important to what the university would become.

The first was Gammage Auditorium, named for Grady Gammage – an arts building was one of his passions – and based on a Frank Lloyd Wright design for a Baghdad opera house that Wright never built. "I think that was a great thing, because until then we were having even

major artists appear in a 600-seat ballroom in the Memorial Union,” Dotts said.

But the new building meant more than bigger crowds. It also gave students a place to perform, as well.

“That meant a lot to the public,” Dotts said. “Some people missed the idea that students have benefited from that. The arts have flourished since then.” Some of that flourishing was also no doubt a result of the College of Fine Arts, later regarded as one of the top arts schools in the nation, being established in 1963.

Also important was Hayden Library, what Dotts called a “big huge library right in the middle of campus. It’s the heart of campus and it’s right in the heart of campus.”

The basics were now in place. From there it was a matter of building upon them.

Among the other additions in the 1960s: the establishment of the law school, which would later become the Sandra Day O’Connor College of Law; the founding of the School of Social Work, which would gain national renown and, in a move that truly diversified the university’s offerings in the scientific realm, the establishment of the Center for Meteorite Studies.

Population explosion

Growth continued on-campus under the next three presidents, Harry Newburn, John Schwada and J. Russell Nelson – and continued off-campus, as well. During the 1970s the ASU Farm Laboratory was created, most importantly, the push for a campus of ASU to be established in the West Valley began.

As Nelson, in fact, began his tenure as ASU president in 1981, the school found itself in a now-familiar situation for any Arizona institution: unable to keep up with tremendous population demands.

“The university had been simply overwhelmed by the number of students that showed up,” Nelson said. “The Phoenix area was growing rapidly and a lot of people were coming to school. The rate of increase at the university was well ahead of that which the university got appropriations, so we were always behind.”

Thus Nelson, who had spent his career at research universities, found himself in something of a foreign position – working not just with faculty, staff and students, but lawmakers, as well.

“Here I found, as president, the demands to be involved with the legislature were greater,” he said. “I learned that one of the things I had to do was spend more time and energy working with members... some of whom were not sympathetic and others of whom were very supportive.”

He found enough supportive ones so that ASU managed to secure appropriations, and borrow money, as well, to embark upon what Nelson called a “major building program of facilities that would help meet the need” – a phrase that certainly sounds familiar today, but one that was apt then, too. The ASU Foundation also contributed to the facilities frenzy, by executing a Centennial Campaign during the 1980s that raised more than \$30 million in construction funds for the university.

The building began in earnest, paid for with appropriations from the state legislature and also by borrowing money. Buildings like the Noble Science and Engineering Library were completed, as were notable Tempe campus landmarks such as the Mona Plummer Aquatic Center and the pedestrian overpass that spans University Drive. And finally, in 1986, the West campus became a reality.

“It’s been a wonderful evolution—it’s not a matter of growth. It’s meeting the demand and diverse needs of our state.”

-Christine Wilkinson

The most recent phase of development kicked off in 2002, when Michael Crow became ASU’s president.



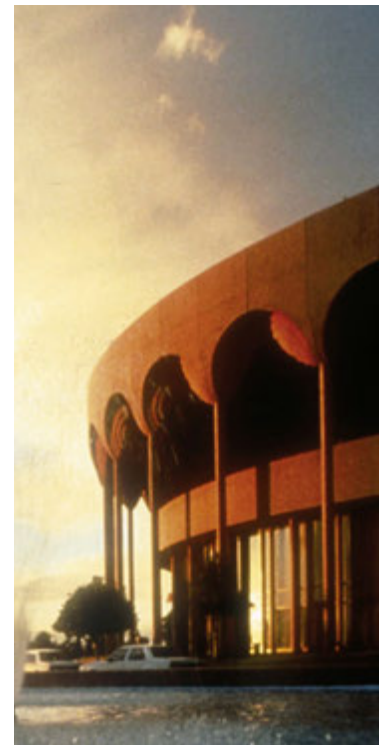


But the construction was about more than bricks and mortar. It was also about increasing the university's profile for prospective research faculty.

"The array of facilities was much enhanced," Nelson said. "That made a difference, because people in the teaching positions suddenly began to have adequate office space, support for the things they were doing. It made the university attractive to people who previously wouldn't have considered us as a place to work."

In 1981, for instance, ASU hired its first faculty member who would win a Pulitzer Prize: Rita Dove, who won for poetry in 1987.

"We were able to begin changing the character of the faculty and began to be successful at bringing people in from really fine universities, mostly Ph.D.s from very fine universities," Nelson said. "It had a very positive effect."



Playing leapfrog

Of course the recurring theme at ASU, from the end of World War II through the present, is same theme present for the state of Arizona itself: continuous, sometimes explosive, growth. It's meant the metropolitan area has had to work to keep pace, and that ASU has had to, as well.

To those who were paying attention, the ever-increasing population came as no surprise.

"I knew demographically this was going to be one of the great growth areas in the country," Gordon said. He was also attracted to the free spirit of the place – a state diversified enough in its thinking that both Barry Goldwater and Mo Udall could comfortably call it home.

"I knew this was a very ambitious state," he said.

And a very ambitious university. It has had to be.

"We are relatively young," Wilkinson said. "Fifty years – that's like starting adolescence. Look at when these other universities became universities. We can't evolve just naturally. We are going to have to find different ways to leapfrog in what we do with research and academic programs, and even athletics."

ASU has to be creative, in other words. And it has been. Under Nelson's tenure, the West campus was founded, the first of several such expansions. Today the university also has, in addition to the Tempe and West campuses, a downtown Phoenix campus and a Polytechnic campus in Mesa.

Of course, the extra room helps, as people continue to stream into Arizona, as they did when Nelson was president.

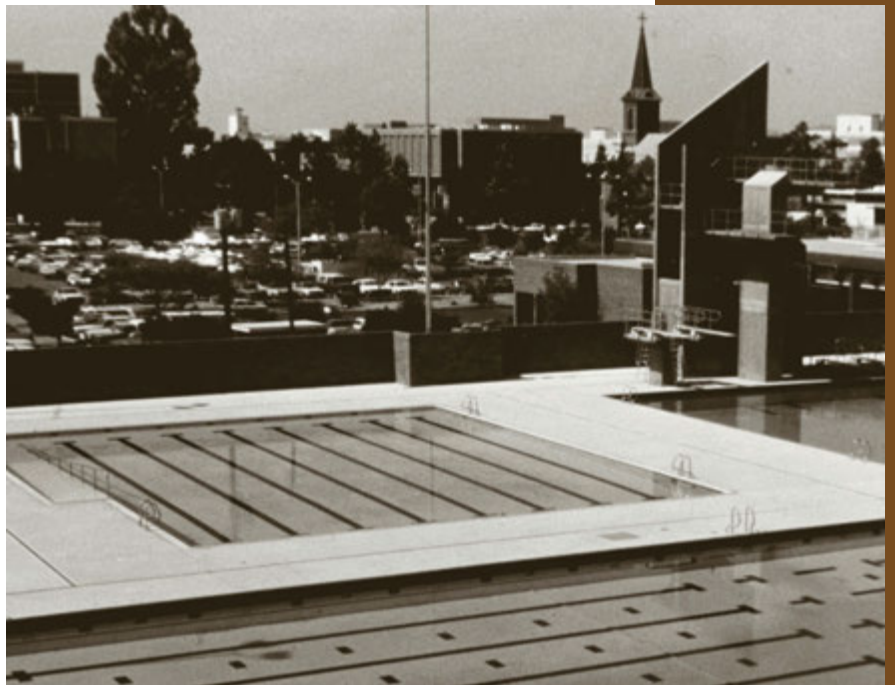
How did the students—the cause of these expansions, after all—change over the years?

According to Jim Rund, vice president of University Student

Initiatives, over the years, ASU shifted from being primarily a commuter campus with a large body of undergraduate students to an institution with multiple campuses and a substantial graduate school population. Exponential growth of residence halls and campus amenities such as a student recreation center made living on campus a much more palatable option.

Where the students live is one change. Who they are as a group is another one, one that Rund says is indicative of ASU's success at becoming more diverse, more academically

The recurring theme for ASU from World War II to the present is continuous, sometimes explosive, growth.



1958
2008
TIMELINE



The first 30,450 seat section of Sun Devil Stadium is completed.

1958



Proposition 200 passes, allowing Arizona State College to be renamed Arizona State University.

1958

The engineering division of the College of Applied Arts & Sciences becomes the School of Engineering.

1959



rigorous, and more accessible to students of differing backgrounds—all at the same time.

“Our students today better reflect the society at large than they did 50 years ago,” Rund said. “We enroll students from every county in Arizona, from every state in the nation and from over 150 countries around the world.”

Rund asserted that the university has made tremendous strides in honoring its original charge to educate the state’s citizens for a productive and prosperous future.

“I am especially pleased that while academic entrance requirements have increased several times during my tenure here, the university’s mission is still primarily one of access,” he said.

And some things don’t change. Sun Devils will always be Sun Devils.

“Despite the multitude of changes over the last 50 years, today’s ASU students share a common bond with those from 1958: they are hard working, highly motivated, independent thinkers with great aspirations and a will to succeed,” Rund said.

Running with the PAC

Though it might not seem immediately evident, one boost to ASU’s reputation was, again, due in part to

athletics. In 1978, Arizona State (along with the University of Arizona) was admitted to the Pacific-10, or Pac-10, conference.

Yes, it meant the sports teams would be in a more-competitive league than they were in the old Western Athletic Conference. But it meant more, as well.

“I think that was major, not only in intercollegiate sports, but also for the whole university,” Wilkinson said. “From a peer standpoint, these (other Pac-10 members) are institutions you would like to be aligned with – Stanford, Berkeley, UCLA, Washington. All around, they’re just very strong schools.”

For Coor, inclusion in the Pac-10 was not just a sign of progress made but also a promise of more to come.

“We wouldn’t have been let in if we hadn’t been viewed as at least an aspiring university,” he said.

Obviously, with ASU now the second-largest university in the country, growth and expansion have been instrumental in its history. Perhaps ASU’s best weapon in the fight against the perception that bigger doesn’t mean better is the Barrett Honors College. It has more National Merit Scholars than several Ivy League schools, including Princeton and Yale. And while it’s nationally recognized, it’s still something of an unsung hero in the community.



President Grady Gammage, leader of Arizona State since 1933, dies Dec. 22.

1959



G. Homer Durham becomes president of ASU.

1960

The university celebrates its Diamond Jubilee (75th anniversary) as an educational institution.

1960

An M.B.A. degree program established in the College of Business Administration.

1961



KAET begins broadcasting educational television programs to the metro Phoenix area.

1961

For Coor, Barrett is an essential ingredient in ASU's success.

"I believe the responsibility of a great public university is to provide a quality of education to those who attend it, which really means the citizens of our state, that is as good as they could get anywhere they went, whatever their station in life as they entered college," he said.

Yet ASU's unique mission means, in effect, having it both ways.

"The honors college students are as good as any students in the country," Gordon said.

"Yet at the same time, we have thousands who are transferring in from the community colleges who are working their way through college and will take six or seven years (to graduate)," Gordon continued. "It can work – you can still maintain your quality."

There's evidence that he's right. In 1994 ASU received its Research I designation. To a school growing like crazy, it was a sign that it didn't have to leave quality behind.

"That, I thought, was major for the academic stature," Wilkinson said. "You look at the peer

"We are relatively young. Fifty years – that's like starting adolescence. Look at when these other universities became universities. We are going to have to find different ways to leapfrog in what we do."
 – Christine Wilkinson

"I think the thing I am most excited about is that we are building a true public university, one that reaches across the many public universities."
 – Michael Crow



The College of Fine Arts is established.

1964

The College of Law is established.

1964

Grady Gammage Memorial Auditorium opens.

1964

Michael Skolnik becomes ASU's first Rhodes Scholar.

1964

The College of Nursing becomes a freestanding college of the university.

1964



institutions in that grouping, and they're all primarily the flagship institutions. They are definitely the leaders in research and discovery. It just puts you in a very different plane."

The future is limitless

The 1990s brought, what else, more growth for the university. The striking William C. Blakely Law Library was completed, as was the Nelson Fine Arts Complex. Meanwhile the university continued to spread; the East (now Polytechnic) campus opened in Mesa on the grounds of the old Williams Air Force Base, and ASU took root in downtown Phoenix at the Mercado, foreshadowing the opening of a campus there in 2006 and the massive building projects underway there now.

The most recent phase of development kicked off with a vengeance in 2002, when Michael Crow became ASU's president.

"When President Crow came in, I think he rode in on a wave he could build on," Gordon said, referring to all the change that came in the years before.

Ride it he has. Unparalleled expansion and building programs – it often seems as if there are



ASU wins its first College World Series baseball title under Coach Bobby Winkles.

1965



The College of Law's Armstrong Hall is dedicated.

1968

Cady Mall becomes the first pedestrian mall on campus.

1968

U.S. Astronaut Neil Armstrong walks on the moon.

1969

Harry Newburn becomes the president of ASU.

1970

more cranes and derricks on the various campuses than actual buildings – are at the heart of what Crow calls the “New American University.”

As ambitious as ASU’s growth and changes have been over the last 50 years, Crow’s vision is, if anything, even more so. As Crow stated in his 2002 inaugural address:

“The new American university would cultivate excellence in teaching, research, and public service, providing the best possible education to the broadest possible spectrum of society. The new American university would embrace the educational needs of the entire population – not only a select group, and not only the verbally or mathematically gifted.

“The success of the new American university will be measured not by who the university excludes, but rather by who the university

includes, and from this inclusion will come its contributions to the advancement of society.”

With a state changing as rapidly as Arizona, the New American University mandate is a tall order. Can it happen?

Crow certainly believes so.

“I think the thing that I’m most excited about is that we are building a true public university – one reaching across the many public universities,” he said. “(So many other public universities) are abandoning that mission, and so that excites me the most.”

Coor is also optimistic that real change can continue, and that it can happen fast.

“I think the future is limitless,” Coor said. “I guess the best way I can phrase it is that ASU has the best chance in the country of being that new American university.”

Bill Goodykoontz is a Chandler-based freelance writer.

*“ASU has the best chance in the country of being that new American university.”
– Lattie Coor*



Packard Stadium, a baseball facility, opens.

1974



The remains of 3 million year old hominid, nicknamed “Lucy,” are discovered.

1974

John Schwada becomes president of ASU.

1971

Title IX passes, banning gender discrimination in federally funded educational programs.

1972

Section 504 of the Rehabilitation Act is passed, outlawing discrimination against the disabled.

1973

Then & Now

They say that “the more things change, the more they stay the same,” and that’s partially true where fashion is concerned. A few years ago bell-bottoms became the rage again, and adults of a certain age lamented the cutoffs and backpacks that their prized pants had morphed into.



Nothing said superior hair control in the 1950s like a good, serviceable hair band.

Hair height in the 1950s and 1960s took patience, skill and a can of industrial strength hair spray! By the 1980s, the look was wild, permed or curled, and ideally helped along by a powerful wind machine.

Recreational accessories in the 1950s included at least one hula-hoop per household. By the 1990s, on-campus transportation was dominated by skateboard traffic.

Footgear has changed dramatically over the years. Roller skates and moccasins were the rage in the 1950s and 1960s, but by the 2000s, Sun Devils wore their flip-flops to class, to work and to any occasion where their feet could be freely displayed.

Tops were modest early in ASU's university days. By the 1990s, the "grunge" look was in, sending flannel shirt sales soaring. For gals, the look was complemented by choker-length necklaces.

In the 1970s, long "hippie" dresses were the rage for those who wanted to look natural and feminine at the same time. By the 1990s and 2000s, feminine chic was exuded by hip-hugging, flared-legged jeans, with or without a few holes worn in them.



However, in the span between 1958 and today, there have been many, many sartorial innovations—some of which stay with us as classics, and some which are, well, period pieces.

We've dressed up a willing volunteer in decades of duds, to demonstrate that the look of ASU has changed considerably—even if some of the concerns of students, like what to do on Friday night and how to ask out that cute so-and-so in trig class, have not.

Photo: Dan Vermillion
Stylist: Mary Wright
Model: Nicole Almond Tucker



THE ASU I REMEMBER

Faculty and staff recall a half-century's worth of remarkable—and laughable—moments

By Oriana Parker



Art: Stephen Rapasi, Copyright 2008 Rapasi

We asked a number of emeritus faculty and staff, as well as a few current ASU employees, for some of their most indelible recollections from the past 50 years. What follows is a “scrapbook” of personal highlights—some humorous, some inspiring, and each one a small window into the university’s development.

Ann Ludwig: Training for the touchdown dance

Dance Professor Emerita Ann Ludwig knows first-hand that sports and the arts can mix—she’s been there to oversee the blending of the two.

“There used to be a class called ‘Dance for Athletes’ and football team members were REQUIRED to take it,” recalls Ludwig. “In 1986, I was commissioned to create a dance celebrating athletics for the school’s centennial and numerous football players wanted to be part of it.” She notes that the athletes, who played in 60,000-seat stadiums without a thought to the size of the audience, stood in awe at the size of ASU Gammage auditorium during the technical setup for the special dance recital.

Ludwig notes with pride that this particular class of athlete-dancers were part of the team that won the 1987 Rose Bowl, and justly takes some credit for their victory.

“I insist it was that extra bit of learning when to zig and when to zag they received in dance class,” she said.

Jacob Fuchs: Joining the battle of ASU

One of the earliest events to impact Jacob Fuchs’ 55-year career as a professor of chemistry at Arizona State was the name-change campaign of the mid- and late-1950s.

He noted that the professors of the burgeoning institution did not stay neutral on the 1958 ballot issue to change Arizona State’s name. “Our faculty members felt strongly about the issue; they wanted to be on a university level, akin to their U of A colleagues.”

Even spouses were recruited to assist the effort, he says: “My wife was very supportive. Along with other faculty wives, she stood on Phoenix and Tempe street corners gathering signatures.”

Nelda Crowell: What a difference 20 years makes!

It’s common enough for an enthusiastic alum to wonder what working for his or her alma mater would be like. For Nelda Crowell, who graduated in 1958 and returned as the editor of



publications for the College of Business in 1977, the expansion of the Tempe campus was mind-blowing.

“What a difference! Nothing was where it had been,” Nelda, who ended up working for five years at ASU. “College Avenue was no longer a real street; it was a mall! And where was the quaint old English Building I loved so? The library was huge, and there were separate libraries for certain units, including the College of Business.”

But the transformation from teacher’s college to university brought many benefits: “ASU’s resources had vastly improved. The Memorial Union, which we had watched being constructed, had a Burger King and an ATM, and there was a parking garage nearby—hooray!” Crowell enthused. “On a more serious side, I clearly saw the influence of faculty research on the world at large and on the local community. In the College of Business, the impact was tangible, ranging from real estate analyses to cost of living studies. I also think the university had become far more influential in the business and political life of the state through its institutes and service areas.”

Howard Voss: Having a blast can be an educational experience

Not all educational experiences at a university are glorious successes. “While lecturing one evening, I decided to demonstrate the conservation of momentum involving rockets by sitting on a wheeled cart and using an altered fire extinguisher as the source of thrust,” says Howard G. Voss, an emeritus physics professor. “I thought firing myself out of the lecture hall at lecture’s end would make a big impression. However, upon turning for my dramatic exit, I capsized and slithered across the stage area followed by a great cloud of carbon dioxide.”

Marilyn Wurtzberger: Library excitement

Libraries are often portrayed as boring places, but Marilyn Wurtzberger, a special collections librarian at Hayden Library on the Tempe campus and an employee of ASU for the past 48 years, insists nothing could be further from the truth.

“They filmed part of ‘The Nutty Professor’ at Hayden Library and we used to watch Jerry Lewis playing catch



The Whiteman report recommends establishing an upper-division campus of ASU in the West Valley.

1977

ASU begins offering courses at Metrocenter.

1978

School of Social Work creates its Tucson Component to serve the needs of southern Arizona.

1978

The College of Public Programs is established.

1979

The Arizona Board of Regents designates a plot of land at 47th Avenue and West Thunderbird Road as the site of ASU’s future West campus.

1980



with a baseball during lunch,” Wurzburger said. “(Radio/TV personality) Steve Allen attended ASU for three months and lived in East Hall, which was later razed to make room for the library. Several years ago we received gifts from Allen, including a mounted brick salvaged from East Hall. Enjoying ‘celebrity status,’ that brick is now housed permanently at the library.”

Len Gordon: Letter mix-up nixes course research

Len Gordon, dean of the Emeritus College at ASU and an emeritus sociology professor, recalled a simple letter transposition vexing his effort to find relevant course materials for his classes.

“Arriving at ASU in 1967, I made a big mistake the first week of the semester. While perusing the tables set up for extra-curricular activities on the mall, I spotted one that might

be a source of information for my Modern Social Problems course. The sign read ‘LDS’ and while picking up a brochure, asked if they also had material on cocaine and heroin.”

Although Gordon said he had attended the same school as GOP presidential contender Mitt Romney, he was not familiar with the term Latter Day Saints for the Mormon Church, or its acronym LDS. Apparently it mattered little: “As I did get tenured and was promoted, this mistake didn’t have a lasting effect,” he said.

Steve Nielsen: Building Tempe from the ground up

Steven Nielsen, who works in ASU’s University Real Estate Development Office, was profoundly influenced over the years by James Elmore, who arrived at ASU in 1949. Elmore built up the architecture

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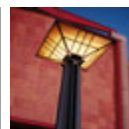
program from a few courses in the Industrial Arts Department to a full-fledged College of Architecture in 1964 and was also responsible for envisioning and championing the Rio Salado project, which later became Tempe Town Lake.

“I would see Dean Elmore most mornings while the Town Lake was under construction, ever-vigilant that his dream (became) a reality,” recalls Nielsen, who also worked as the city of Tempe’s Rio Salado project manager for 12 years.

Oriana Parker is a Scottsdale-based freelance writer.



J. Russell Nelson becomes president of ASU.



The journalism department launches campus radio station KASR.



The College of Architecture becomes the College of Architecture and Environmental Design.

The Department of Journalism and Telecommunication is renamed the Walter Cronkite School of Journalism and Telecommunication.

1980

1981

1982

1983

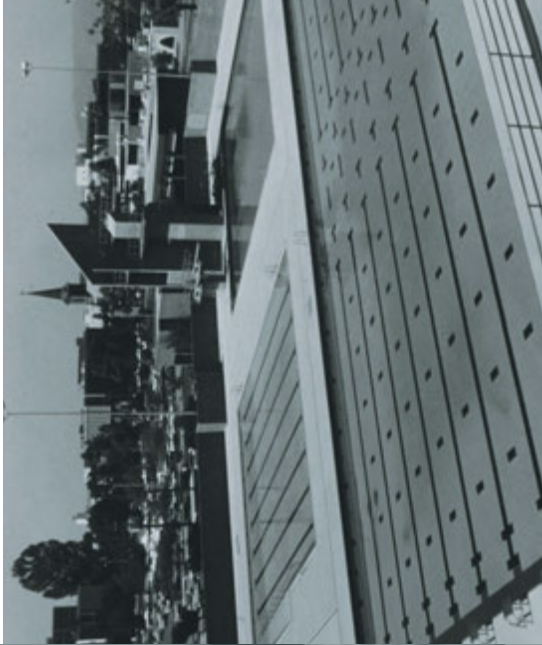
1984

ASU offers classes to West Valley residents at Alhambra Elementary School.



40





DICK ANDERSON

CONSTRUCTION ZONE

University's
ongoing
building
boom has
bolstered
academic,
research
excellence



When Scott Cole was a business administration major at ASU in the early 1980s, he lived in a nearby condominium and rode his bicycle to the Tempe campus. Today, as deputy executive vice president of university services, Cole is at the center of an ongoing building boom that has spawned new research facilities and residence halls, expanded transportation options, and embellished the university landscape.

“The campus is much more mature than it was some 20-odd years ago,” Cole, who graduated in 1984, said. “People coming back would be blown away.”

Things haven’t always been that way. Despite the passing of Proposition 200 in 1958, which conferred full university status upon Arizona State, it would be more than a decade before changes to the infrastructure caught up to the voters’ enthusiasm.

In the early days of university status, enhancements to its research facilities were more piecemeal than master-planned: In fact, when the university was recruiting big-name researchers to join its ranks in the 1960s and 1970s, those “star faculty” would often stipulate for certain “expensive laboratory equipment” to support their research as part of the negotiation process, according to university archivist Rob Spindler.

“There were lots of teaching facilities but very little in the way of research laboratories,” Spindler said.

Under President J. Russell Nelson (1981-89), a substantial building program provided somewhere in the neighborhood of \$100 million in new facilities in the 1980s, including a major expansion of Hayden Library, the Nelson Fine Arts Center, and the Barry M. Goldwater Center for Science and Engineering. That decade also saw the expansion of the university beyond the confines of Tempe, with the creation of the West campus at 47th Avenue and Thunderbird Road.

President Lattie F. Coor (1990-2002) “recognized the projections for enrollment at ASU were far beyond what could be handled on the Tempe campus,” says Spindler. And just as the West campus had opened in 1986 following a grassroots effort to expand educational opportunities in the West Valley, “it was clear there was going to be extensive development and growth in the far East Valley.”

With a number of large open buildings that could be retrofitted as classrooms and teaching facilities for



The Arizona Legislature authorizes the creation of ASU’s West campus.

1984

ASU celebrates the centennial of its founding with a year-long series of events.

1985

Ground is broken for ASU’s West campus in February.

1986

The Honors College is established.

1988

A massive 97,000-square-foot two-level underground expansion of Hayden Library opens.

1989



programs such as agribusiness and pilot training and safety, the Polytechnic campus, which opened in 1996, took over the former Williams Air Force Base and “morphed into a college campus with very little money,” says senior vice president and university planner Richard Stanley.

When the university achieved the Carnegie Foundation’s Research I status in 1994 under Coor, the impetus for growing the research facilities was apparent. But it wasn’t until the dawn of 21st century, and the rise of public-private partnerships under President Michael Crow, that the new building boom truly began.

On the Tempe campus, the first of four master-planned buildings that will eventually comprise the 800,000-square-foot Biodesign Institute opened in December 2004, with a second facility completed in January 2006. Total cost of the two structures: \$151.3 million. In addition, three Interdisciplinary & Technology (ISTB)



structures totaling nearly 300,000 square feet have been constructed since 2002, and a fourth ISTB structure is on the drawing board.

The West campus expanded its capacity for instruction and student/faculty research with the opening of the new Classroom Laboratory Building (CLCC II) in 2004. The completion of the 413-bed Las Casas development in 2003

introduced the residential experience to campus, as well.

On the Polytechnic campus, more than \$159 million has been poured into physical improvements since 2002, culminating in the anticipated July 2008 opening of a 240,000-square-foot academic complex that will accommodate the expansion of the enrollment from 6,000 to 10,000 students.



Lattie Coor becomes president of ASU.

1990



The women’s golf team wins the first of six NCAA championships it will claim during the 1990s.

1990

The Ross-Blakley Law Library opens on the Tempe campus.

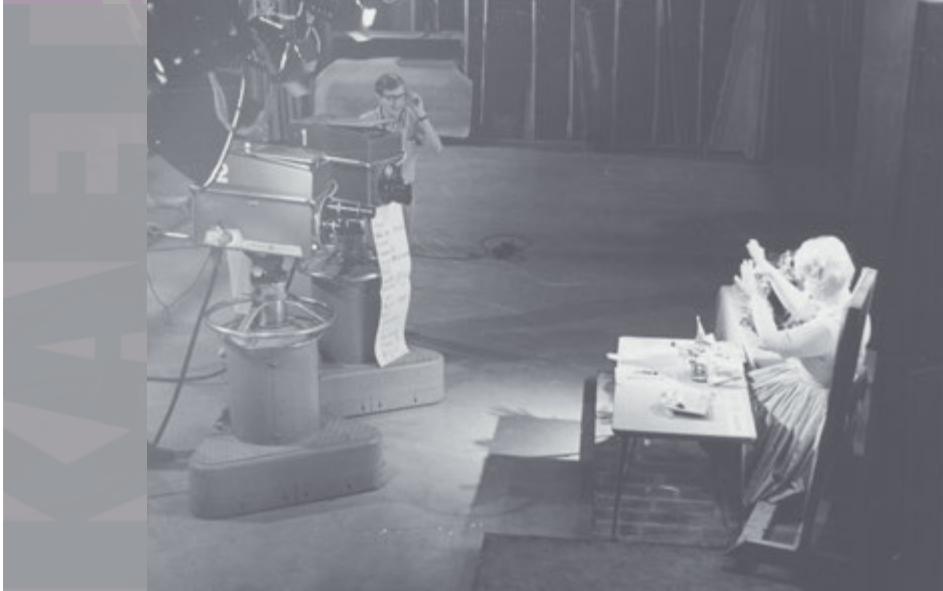
1993

Money Magazine names ASU’s Honors College one of the top eight honors colleges in the United States.

1994

The Fiske Guide cites the Honors College as the principal reason for awarding ASU four stars in academics.

1994



The Downtown Phoenix campus opened in fall 2006 with the renovation of a number of existing buildings, including a Ramada Inn-turned-residence hall. The campus will take another giant step forward this fall with the opening of a new multi-use complex on the corner of Central Avenue and Taylor Street—the new home of the Walter Cronkite School of Journalism and Mass Communication, as well as university-operated public television station KAET/Channel 8.

The development of the Downtown Phoenix campus is a textbook example of social embeddedness. The city had been looking for a

catalyst for redeveloping the area—where 40 percent of existing properties were either vacant or underdeveloped—and ASU President Michael Crow and Phoenix Mayor Phil Gordon spearheaded the effort to develop a downtown campus.

The idea moved forward with the support of the community in the form of a \$223 million bond program approved by the city’s voters in March 2006. Six months later, the Downtown Phoenix campus opened with some 300,000 square feet of



The regents approve the following West campus schools: the College of Arts and Sciences, the College of Education, the

1994

College of Human Services, and the School of Management.



ASU opens its East campus at Williams Gateway in Mesa; the schools of

1996

agribusiness and technology relocate to the campus.



East College is created as an academic home for liberal arts programs at ASU's East campus.

1997



academic and support space. Such a rapid turnaround was made possible by utilizing public-private partnerships—where a government entity such as ASU partners with the private sector to develop projects in which they have a mutual interest.

“We can build things (through public-private partnerships) faster than we can normally afford to develop,” Steven Nielsen, assistant vice president for real estate, explained.

In the coming years, as the capacity for research grows, the population of the Tempe campus will gradually shift to accommodate more graduate students. “It’s been a tremendous boon for research,” says Stephen Goodnick, associate vice president for research at ASU. “One of the factors that was limiting our ability to grow research was the amount of space.”

If there’s a speed bump in the road ahead, deferred maintenance will become a greater challenge as the university’s older buildings show their age. But overall, the future is bright for the physical structures that form the New American University.

“The geographic distribution of the four campuses and the amount of acreage we have should allow us to address our needs for the next 10 to 15 years,” said Stanley.

Dick Anderson is a freelance writer based in Los Angeles.



ASU’s West campus begins admitting freshmen and sophomores.

2001



Michael M. Crow becomes president of ASU.

2002



The College of Business is renamed the W.P. Carey School of Business.

2003

The College of Engineering and Applied Sciences becomes the Ira A. Fulton School of Engineering.

2003



The university creates University College.

2003

The New U

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- **Recent Graduate Programming** – Services, programs, benefits for alumni who graduated within the last 10 years.
- **Scholarships** – The Alumni Medallion Scholarship Program rewards top students with financial support, while matching them with alumni mentors.
- **Honoring Traditions** – Increased attention to enhancing traditions and building new ones at ASU.
- **Benefits for You** – New benefits that provide service and have meaning in all facets of your life.
- **Life Member Benefits** – A new life member card and exclusive benefits and services for those who've made a lifetime commitment to ASU.
- **A Bigger, Better ASU Magazine** – More pages and more coverage of ASU, its alumni, and the Alumni Association.

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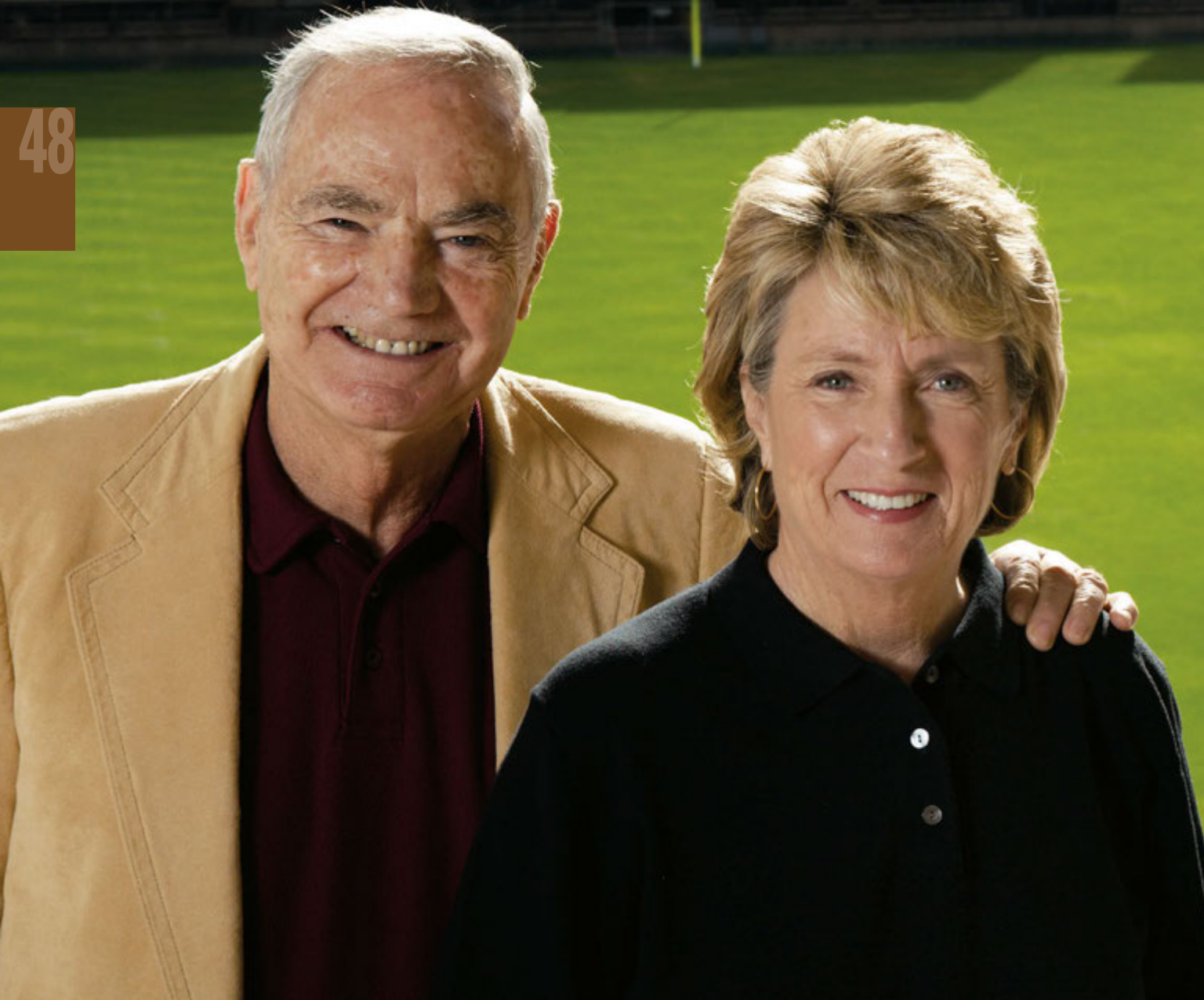


Photo: Dan Vermillion

FRANK KUSH & LINDA VOLLSTEDT



TO GREATNESS

**ASU athletic
victories have
boosted
university's
development**

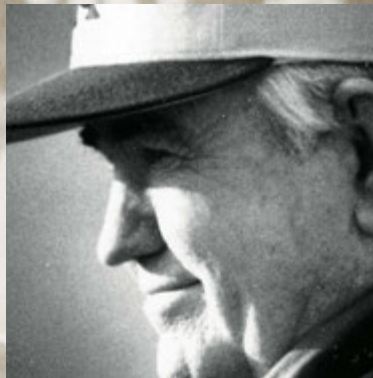
By Bill Goodykoontz



WINKLES



BONDS



BROCK



VOLLSTEDT

Ask any rabid Arizona State University fan what the most important moment in the school's sports history is and you'll get a range of answers.

Bobby Winkles' first national baseball championship in 1965? The 1987 Rose Bowl win over Michigan? Phil Mickelson's three individual NCAA golf championships in 1989, 1990 and 1992?

Fine moments, all. But the most important was a more prosaic affair, nothing more than an announcement – albeit an

announcement that had lasting repercussions for all of ASU's sports programs.

On July 1, 1978, ASU (along with the University of Arizona) joined what was then known as the Pacific-8 Conference, creating the Pacific-10, or Pac-10. With that, ASU left the Western Athletic Conference behind, retained conference play with its fiercest rival and joined the ranks of the University of Southern California, UCLA, Oregon, Washington and more.

"That would probably take precedence over everything," Bob Eger, a longtime Arizona Republic reporter who covered ASU for years, said. Linda Vollstedt, who coached ASU women's golf from 1980 to 2001, winning six national championships, agreed.

"I don't think we really realized how big it could be until we were there," she said. "As it evolved, our Pac-10 conference gets stronger and stronger."



Three West campus renames: the School of Global Management & Leadership, the College of Teacher Education &

2004

Leadership & the New College of Interdisciplinary Arts & Sciences.



College of Architecture and Environmental Design becomes the College of Design.

2004

The Walter Cronkite School of Journalism and Mass Communications becomes a freestanding school.

2005



ASU's Downtown Phoenix campus opens for fall classes.

2006

KUSH



SCOTT



WULK



FARR

While every sport benefited from the switch, football was the catalyst. Frank Kush's Sun Devil teams had an amazing run through the '70s, including undefeated seasons in 1970 and 1975. Yet this was a team playing in West Coast time in a small conference, struggling for recognition outside the state.

Joining the Pac-10 provided it.

Oddly enough, it was a move Kush resisted – at first. He feared the difficulty in recruiting against California schools, worrying that ASU wouldn't be able to compete. But his stance has shifted considerably.

"It has really developed to be one of the best things that happened to Arizona State," Kush said. "Not only the national recognition, but also the level of competition."

While admission to the Pac-10 was obviously important, this is not to say that ASU hasn't had plenty of highlights on the field, as well. It's won a total of 131 national championships in sports as diverse as mixed badminton to baseball to, in 2007, women's track and field.

Along the way it's produced plenty of top-caliber athletes: just the tip of

the list includes names such as Sal Bando, Bob Horner, Melissa Belote, Reggie Jackson, Danny White, Jake Plummer, Mickelson, Curly Culp, Barry Bonds, Heather Farr, Danielle Ammaccapane, Fat Lever and Byron Scott. The school has also enjoyed success with such notable coaches as Vollstedt, Winkles, Jim Brock, Ned Wulk and, of course, Kush.

But before an institution can have great sports teams, those teams need a place to play.

The College of Law is renamed the Sandra Day O'Connor College of Law at ASU.

2006

The School of Educational Innovation and Teacher Preparation opens at the Polytechnic campus.

2006

The journalism school launches the New Media Innovation Lab.

2006

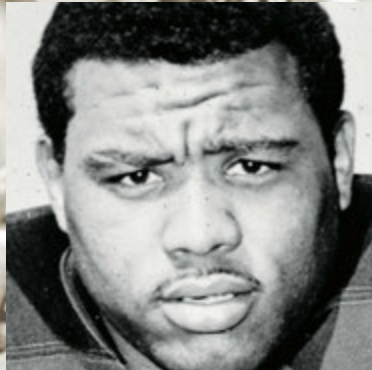
The College of Education at the Tempe campus is renamed the Mary Lou Fulton College of Education.

2006

A new interdisciplinary Master's of Real Estate Development degree is established.

2006

AMMACCAPANE



CULP

MICKELSON



Sun Devil Stadium, built in 1958, started its life modestly, holding just 30,450 seats. Today, after several makeovers, it's able to hold 74,000 screaming ASU fans. Wells Fargo Arena, where the Sun Devil basketball teams play, opened in 1974, with a capacity of 14,000. Sun Angel Stadium, where the track-and-field team competes, opened in 1976, and is as fine as any in the country.

During ASU's half-century as a university, major college sports programs have come to be defined in large part by their football teams. Certainly ASU has been, to a great degree. In addition to Kush's success – a record of 176 wins, 54 losses and one tie – he was also involved in the school's biggest controversy. Former punter Kevin Rutledge filed a \$2.2

million lawsuit in 1979, alleging, among other things, that Kush punched him in the mouth after a poor kick.

Kush was fired, though he was later acquitted. In 2000, he was hired as a special assistant to the athletic director. But before that, in 1996, ASU announced that the field at Sun Devil Stadium would be named for him.

Right after the field-naming announcement, ASU beat No. 1-ranked Nebraska 19-0, kicking off an undefeated 1996 season that would lead the team to another trip to the Rose Bowl. Eger ranks that win as one of the school's biggest in any sport.

As the university has continued to grow, so has passion for its sports teams.

"I think for many (people) it's an identifier for them," said Christine Wilkinson, ASU's senior vice president and secretary, who also has served several stints as interim athletic director. "I watch what sports does in general for so many people who haven't ever gone to school here, and they begin to identify and affiliate with them, and it becomes their team."

It's the kind of thing that kept Vollstedt in Tempe for so long.

"I love ASU," she said. "I had a chance to leave and go someplace else. But sometimes you just have to go with where your heart is."

Bill Goodykoontz is a Chandler-based freelance writer.



Polytechnic's East College becomes the School of Applied Arts & Sciences.

2007



Polytechnic's College of Science & Technology becomes the College of Technology & Innovation.

2007



Walter Cronkite helps break ground for the School of Journalism's new complex in downtown Phoenix campus.

2007

The university establishes the School of Sustainability.

2007



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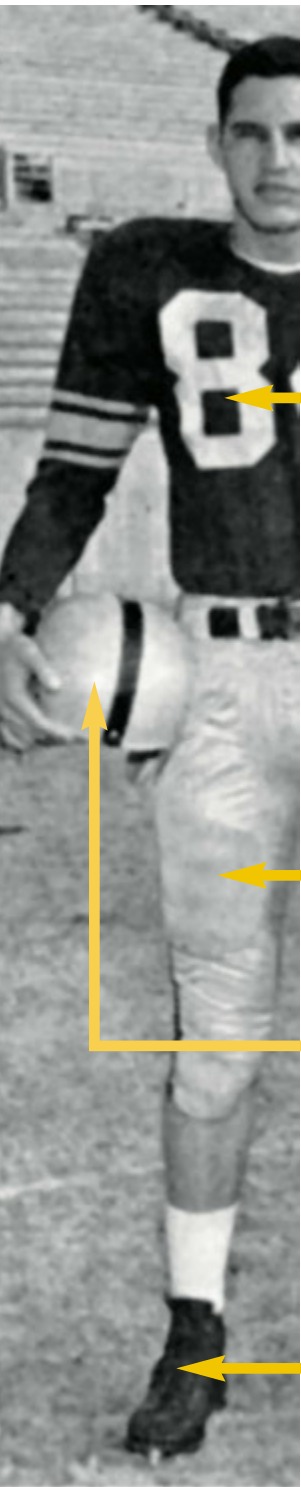
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Then & Now

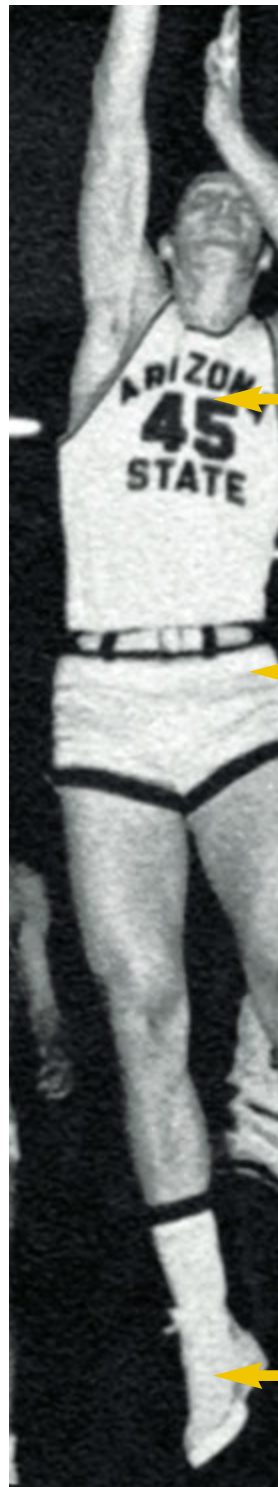


Talk about global warming—shirt sleeves covered the elbow back in the day. Now, the watchword is cool and comfortable.

Then, as now, adequate padding made the difference between a hit and a near-miss.

Today, Sparky gets an extreme close-up of all helmet action.

A half-century ago, footwear was functional. It still is, but the white socks are a thing of the past.



Jerseys have always communicated who a team is. Now, they announce ASU's team affiliation in style.

Forget about hemlines. Men's basketball shorts have plunged and receded more times than any Paris-inspired dress.

Basketball footwear has skyrocketed in price, but its job is the same: propel those vertical jumps!



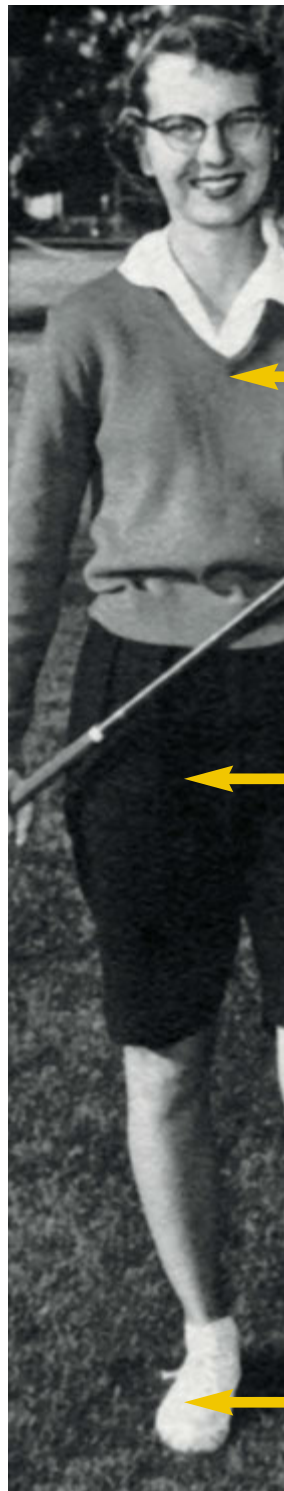


Same hat, different year? Not quite, but classics tend not to change.

Color coordinated undershirts add a special touch to today's uniforms.

Piping went down the tubes long ago, but the look of the shirt is similar to 1958.

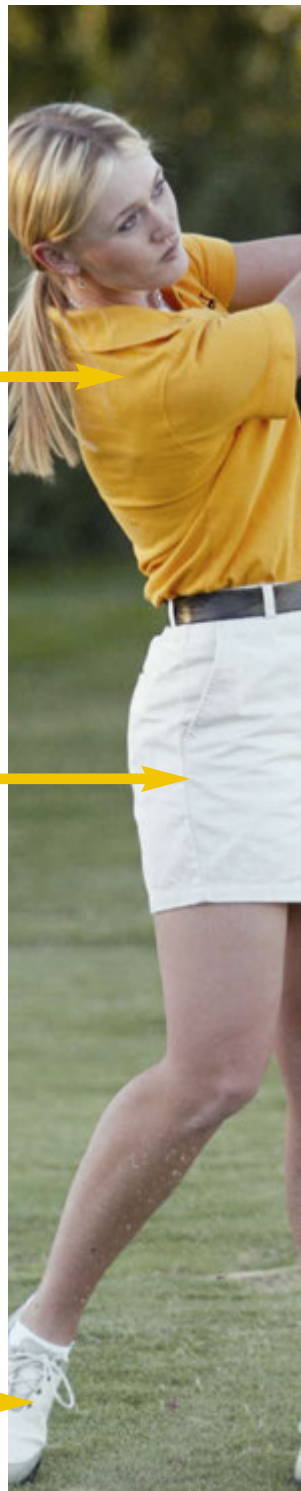
It takes cleats to dig into a winning season, and today's hurler has science to back up his slide into home.



Modern-day golfers have opted for shirts that allow greater freedom of movement during the swing.

Shorts have shortened their inseams in the intervening years, but the goal is still to get a hole in one.

Socks may hide themselves away inside golf shoes today, but shoes are still ready to tread the course.



Good as Gold

In honor of the 50th anniversary of Arizona State becoming a university, the Alumni Association is offering a special Gold Devil life membership. The following persons joined or upgraded their membership to this level by February 4, 2008.

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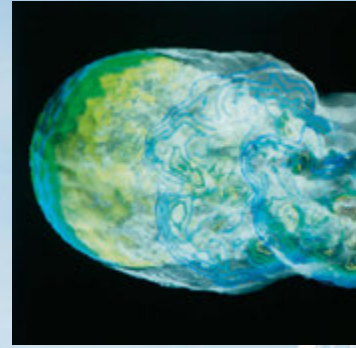
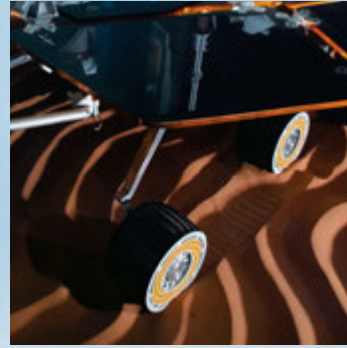
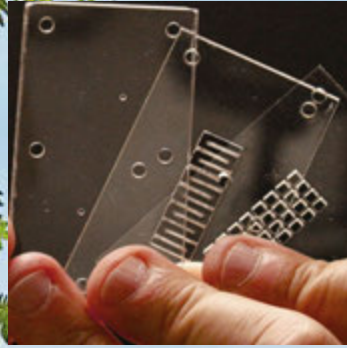
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Jean M. McKee
Joyce D. McLain
Rose Mary Mets
John R. Mick
Stanley Kirkwood Miles
Edward W. Miller
Gregory F. Miller and
Gail W. Miller
Kent D. Miller and
Mary J. Miller
Steven Minard
David D. Minor
Gary W. Morgan
Michael A. Naber
Harvey G. Nishi
Frederick J. Norman
Jeffrey Todd Novick
R. Lance Null
Kevin M. O'Connor and
Elizabeth A. O'Connor
Sean J. O'Hara
Thomas B. Ohlson
David S. Oishi and
Yukie J. Oishi
Jeffrey G. Olen
Louise L. Oppenheim
Lorna L. Orsburn
George Papoulias
R. Kathleene Paul
Andreas Perlov
Mark A. Perlow
Arnold L. Petersen
Dennis E. Pettid
Frank A. Pina and
Jo Ann L.G. Pina
Cheryl N. Pivar
Stephen R. Playford
Rhonda A. Poe
Nubia Porras
Suzanne Powell-Newton
Marilyn M. Powers
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Paul C. Probst
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Nick L. Rayes
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Priscilla L. Reynaud
David E. Richardson
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Donald G. Robertson and
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Woolery-Robertson
Herbert M. Robertson
John D. Rockefeller
Jennifer D. Rockenback
Dan Rodriguez
Connie Rojas
James A. Rund
Joshua E. Sabah and
Debra B. Sabah
John H. Sadler
Vincent J. Sanchez
Andrea F. Schaffell
Lyle D. Schall
Stephen J. Schaul
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George G. Shoemaker and
Nancy P. Shoemaker
Jerome C. Siegel
Roxie L. Simburger
Robert K. Simington and
Maire O. Simington
Annis M. Skousen
Charles M. Smith
Eldon C. Smith
Bonnie S. Sneed
Michael S. Sorich
Don B. Stout
Robert C. Stovall
Edna E. Studer
Stan Suffecool
Linda G. Swan
William H. Symington and
Maria L. Symington
Edward W. Taylor
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Sara J. Thomas
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Jonathan D. Wexler
Bo Bear Whitelock
Marlyn K. Wiese
Lori K. Wiggs
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Don A. Wilkinson and
Christine A. Wilkinson
Duane A. Willhite and
Rita V. Willhite
Bobby G. Williams, Jr.
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Kenneth E. Williams
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HARVESTING



58



SUCCESS

Will the seeds
of transformation
blossom
at ASU
in the next
half-century?

By Cecile Duhnke

ASU

President

Michael

Crow

began

his term

at the

university

in 2002

by unveiling

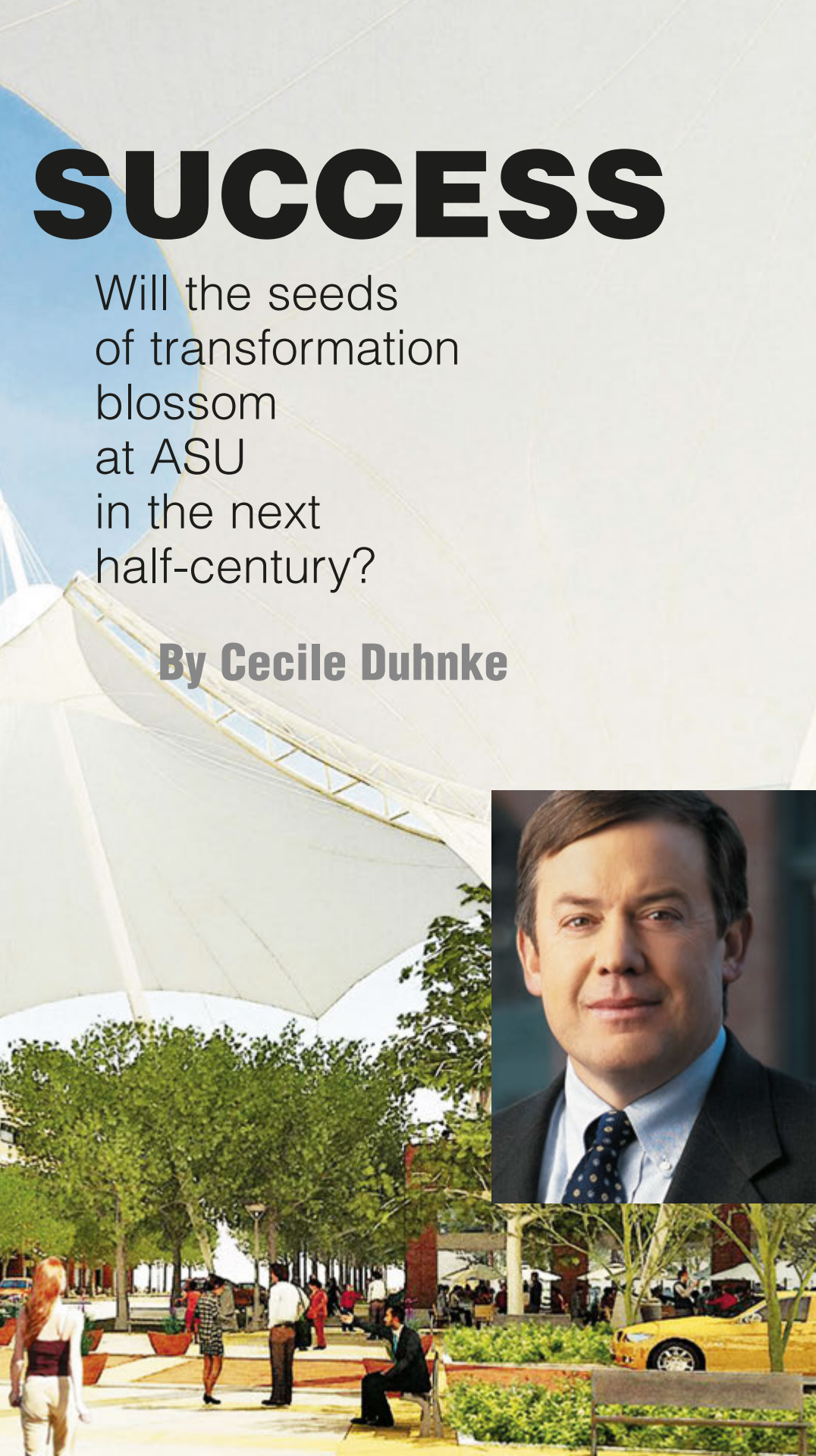
a radical

re-imagining

of the

institution's

future.





Aims of
the New
American
University:
increasing
access to the
university,
promoting
academic
excellence,
and making
a profound
impact on
the world in
which the
university is
embedded.



“Arizona State University has established the capacity to become the leading public metropolitan research university for the twenty-first century, known for its excellence in teaching and research, its innovative interdisciplinary programs, and its direct social engagement,” Crow said in his inaugural speech. “The new gold standard will be represented by the university that is inclusive, rather than exclusive, the university that is fully committed to its community, the university that directly engages the challenges of its cultural, socioeconomic, and physical setting, and shapes its research initiatives with regard to their social outcomes.”

A little more than five years into Crow’s presidency, ASU is undeniably a different place. The New American University design imperatives driving the change are aimed at the simultaneous achievement of three goals: increasing access to the university, promoting academic excellence, and making a profound impact on the world in which the university finds itself embedded.

Each goal is a long-term benchmark, something that will take time to mature, like an oak tree. Yet the seeds of transformation are already beginning to sprout. What will Sun Devils harvest from these tender shoots 50 years from now? To find out, it’s necessary to look at what initiatives, programs and trends are currently taking root at ASU.

Access granted

ASU's current focus on extending access to as many students prepared to do university-level work as possible is in concert with several demographic trends. Maricopa County's population is expected to almost double by 2030, to an expected 6.1 million residents, according to estimates from the Maricopa Association of Governments. The state's population is expected to grow to an estimated 10.3 million residents by 2030 and a staggering 13.3 million by 2055.

This flood of new residents comes paired with the reality that for many families, finding the funding for college is expected to become harder than ever. According to a 2006 research report by the Arizona Minority Education Policy Analysis Center, the cost of college has increased by 110 percent over the past two decades, while the median family income has increased by only 27 percent.

ASU has been aggressive in offering financial aid support to those least able to pay for college, establishing the Sun Devil Promise program last year to bring together a number of college preparation programs and championing the ASU Advantage initiative, which supports Arizona students from low-income families by covering the direct costs of their attendance with aid that does not require repayment.

Senior Vice President and University Secretary Christine Wilkinson said President Crow's desire to increase access and diversity is already materializing. "During Crow's tenure, we have had the biggest freshman class, the most diverse and the most talented," she said, noting that ASU is one of the top overall universities for its number of Hispanic national scholars.

ASU is poised to balloon to an enrollment of more than 90,000 by 2020. How will the university balance the projected increase with maintaining or increasing excellence?

"We are not interested in quantity for the sake of quantity," Crow said. "The thing that we really have to be concerned about is whether we can offer programs.



I think there is validity in (the question of) how do you manage a large scale university with many colleges on multiple campuses."

One step toward addressing that large-scale management challenge took place in late 2006, when the university instituted an administrative reorganization and shifted the focus in budget allocations from the campus level to the school and college level. According to Elizabeth "Betty" Capaldi, ASU's executive vice president and university provost, the move empowered deans to build excellence within their academic units.

"This move elevated all academic programs, further ensuring that they have been provided with the best possible opportunity to advance their distinctive missions," Capaldi said shortly after the reorganization.

"ASU is not four separate campuses, or branch campuses, but one university, in which we all move together in our pursuit of excellence, access and impact," she continued. "It's quite exciting to help create an academic and administrative environment in which ASU can function as one."



“ASU is not four separate campuses, or branch campuses, but one university, in which we all move together in our pursuit of excellence, access and impact.”

– Elizabeth “Betty” Capaldi

Making research useful

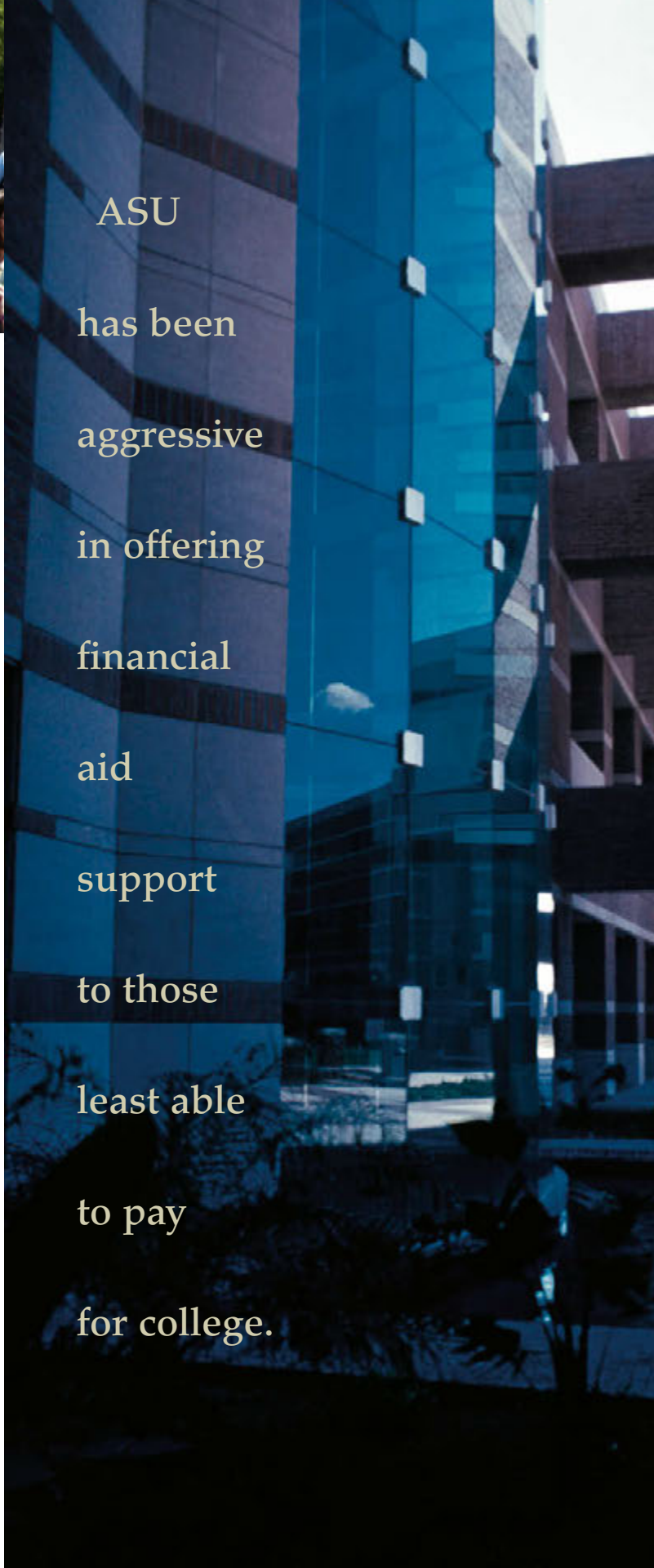
One of the most significant contributors to a university’s excellence is its research team and infrastructure, and ASU has been busy over the last five years recruiting star research faculty and changing the way research is approached and implemented at ASU.

Since 2002, approximately \$300 million has been spent to fund the construction of a million square feet of infrastructure. One result of this building boom is the Biodesign Institute, a complex of research centers dedicated to use-inspired exploration in the biomedicine and biotechnology arenas. Staff from the institute’s current array of 10 research centers are at work on projects ranging from creating a vaccine to protect against breast cancer to developing systems that rapidly identify and treat disease, in order to outpace naturally-occurring infectious disease and mitigate the threat from bioterrorism.

The institute currently represents the largest single investment in research infrastructure in Arizona. Already the investment is seeing returns, as the institute experienced a 110 percent increase in grant funding award totals in fiscal year 2006.

Responding to the worldwide concern for the environment, ASU has also striven to become a leader in the field of sustainability, launching the nation’s first School of Sustainability in 2007. Jon Fink, director of the Global Institute of Sustainability and the

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university's chief sustainability officer, noted that the initial cohorts of students at the school will be in the vanguard of a new scientific paradigm.

"These pioneering students are addressing some of the most critical challenges of our time, using approaches that are problem-based rather than discipline-based," Fink said.

ASU has clearly made research facilities expansion a priority, one that is hoped to benefit the university with increased visibility, accomplishments and status. In the immediate future, the university has designs on building the last two buildings in the BioDesign Institute complex and a Life Sciences and Engineering research center. It has already partnered with the University of Arizona to build the first Arizona Biomedical Collaborative building, one part of a state-of-the-art biomedical facility for sophisticated patient-oriented research and advanced applied health care and public policy training.

Another milestone of progress is the fact that ASU's research expenditures grew to \$218.5 million in the fiscal year that ended June 30, 2007. This represents a growth of \$15 million or 7.4 percent over the previous year's total of \$203.5 million.

According to R.F. "Rick" Shangraw, ASU's vice president for research and economic affairs, this expenditure level means that ASU ranks in the top tier of universities without a medical school and without an agricultural school. And he expects that trend to continue.

"Right now, our proposal activity is up so I am optimistic about continued growth in our research portfolio," he said.

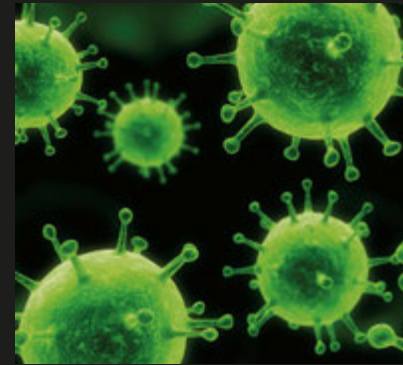
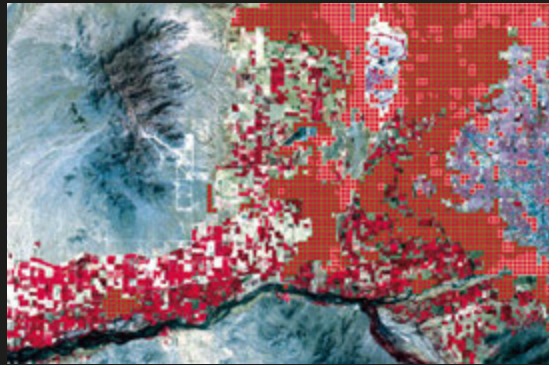
Making a difference

Another key to the New American University concept is its emphasis on social embeddedness, or the idea that students and faculty ought to become involved in the community on a deep level and stay involved to solve problems and improve life in the region.

"In the sciences, social sciences, engineering and all the areas that we're working in, we're asking people to engage locally and be of service to this region," Crow explained.

Presently, one major focus for promoting such embeddedness is the University as Entrepreneur initiative at ASU. Backed by a \$5 million grant from the Ewing Marion Kauffman Foundation, a national leader in the advancement of entrepreneurship education, ASU is encouraging entrepreneurial ventures, curricula and transdisciplinary projects in areas as diverse as engineering, commercial product design, healthcare and film and theater production. Students who can't wait until graduation to apply their skills in the real world may submit business proposals to the Edson Student Entrepreneur Initiative, one of the broadest entrepreneurship programs in the country, and if selected, receive seed money for starting their business.

Crow sees the irony – and humor – in an enormous bureaucracy like ASU pushing entrepreneurship. But he



The Biodesign Institute currently represents the largest single investment in research infrastructure in Arizona.

The Biodesign Institute focuses its research on creating personalized diagnostics and treatments outpacing infectious disease, ensuring a healthy future and securing a safer world.

also focuses on the big picture value. “What we are trying to do is embed these notions across the university system,” he said.

By creating graduates who think and operate like entrepreneurs – action-oriented people who aren’t afraid to take risks and facilitate innovation – Crow and others hope to create an institution that is ultimately responsible for new industries that sell to customers inside and outside the immediate population centers, create wealth and increase the standard of living for people of a geographic area.

Wilkinson sees the evidence of this potential in the students around her. One day last fall, four students came into her office to talk to her about their grant application for research space to develop a green taxi service, incorporating both a focus on sustainability and entrepreneurship.

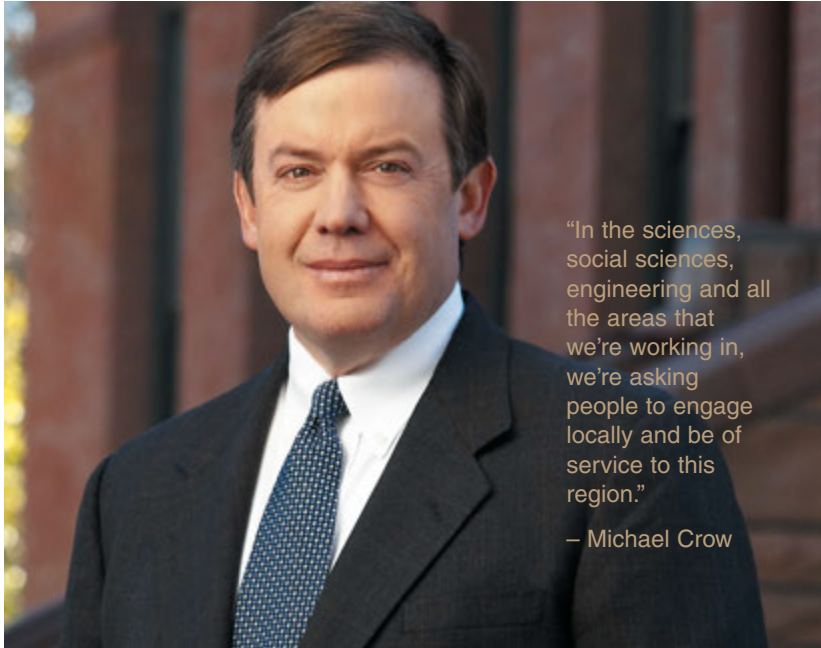
“It is exciting, and it is starting to be a systemic (phenomena),” she pointed out.

Fueling community spirit

Another recent effort to enhance social embeddedness is the creation of the ASU in the Community online resource. The site is a portal for the 1,100-plus projects sponsored by ASU that have a community outreach component. Wilkinson sees tools such as the portal as an important shift for the way the university approaches community involvement.

“We are not only serving on commissions and neighborhood advisory groups,” she said, “we are creating the actual community organizations that help people. By applying research that we’ve conducted through the university directly to the community, our approach is much more practical — not nearly as esoteric as it once was.”

One of the most promising experiments in making a difference at the local level is ASU’s Downtown Phoenix



“In the sciences, social sciences, engineering and all the areas that we’re working in, we’re asking people to engage locally and be of service to this region.”

– Michael Crow

campus, established in 2006 with the express purpose of working with the businesses, government offices and nonprofit organizations located there to better the area. A host of relevant schools, colleges and research centers relocated to the campus, including the College of Nursing and Healthcare Innovation, the Walter Cronkite School of Journalism and the College of Public Programs, and the Phoenix Urban Research Laboratory.

Increasing Global Engagement

On the other end of the spectrum from embedding itself in the local community is global involvement and the university hasn’t stinted in its efforts to spread its impact around the planet.

The Office of the Vice President for Global Engagement was established in late 2006 to coordinate ASU’s international outreach. The office oversees, among many key projects, ASU’s China Initiative, charged with building strong relationships with China and the university’s partnership with Mexico’s Instituto Tecnológico y de Estudios Superiores de Monterrey, or Tec de Monterrey, which focuses on binational workforce development, research initiatives and building an entrepreneurs’ network.

Sustainability research, too, has deep potential for global impact, according to Fink.

“Our view of urban sustainability is broad and encompasses such diverse topics as the loss of biodiversity, the growing disparity in worldwide income levels, the ever-expanding need for renewable energy supplies and water, the health consequences of air and water pollution, and most importantly,

recognition that solutions require that we incorporate social and economic considerations as well as environmental ones,” Fink said.

Future shock or satisfaction?

What direction will these initiatives—all germinating nicely at present and creating win-win relationships for the university, its students and the community—ultimately take ASU? It’s a question worth asking, as the university currently contributes as much as \$3.2 billion to the state’s economy each year.

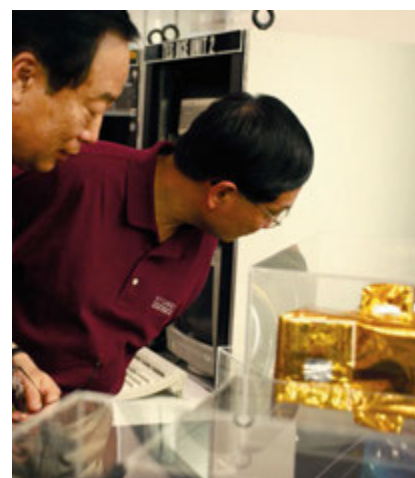
Crow asserts that the answer is quite simple. While Arizona’s economy was once characterized by the “5 Cs” – copper, cattle, citrus, cotton and climate – the state’s ability to compete globally in coming years depends on just one C.

“I think it all comes down to creativity – in tourism, microelectronics, the arts. If we are not creative across all dimensions, we won’t beat (our competitors),” Crow said.

President of Tempe Chamber of Commerce Mary Ann Miller sees Crow’s vision through her own lenses and thinks ASU’s future is bright. “As a bureaucracy, the university is a behemoth, but I have seen changes in the last few years as the New American University that the behemoth has become more nimble and more forward-thinking,” she said.

Cecile Duhnke is a Scottsdale-based freelance writer.

“By
widening
access, more
and more
community
members
will have
the tools
that will
allow them
both to
adapt to and
affect future
changes.”

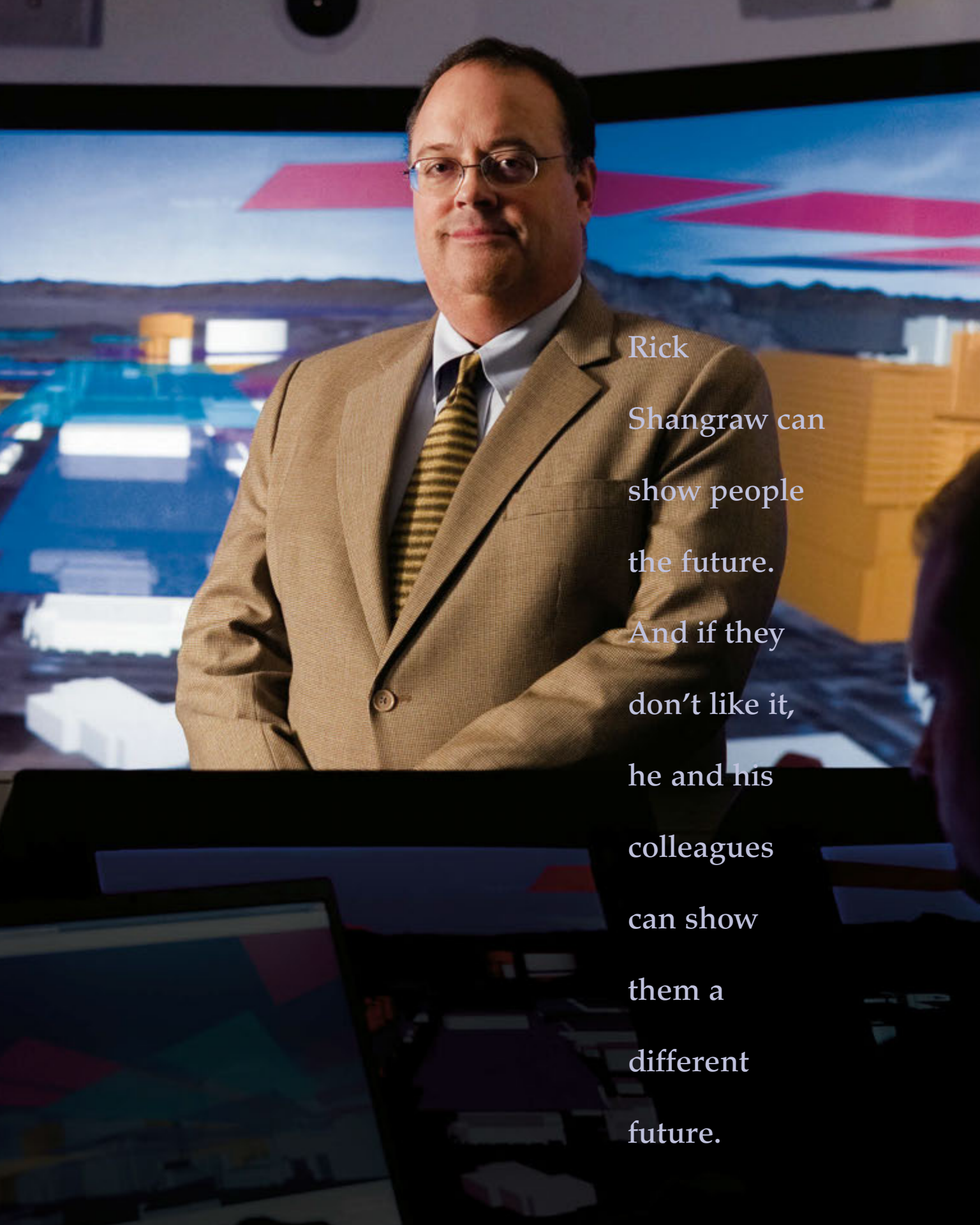




Theater of **tomorrow**

University's Decision
Theater gives decision-makers
a glimpse of the future

By **Chris Vaughan**



Rick
Shangraw can
show people
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And if they
don't like it,
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different
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R

Rick Shangraw can show people the future. And if they don't like it, he and his colleagues can show them a different

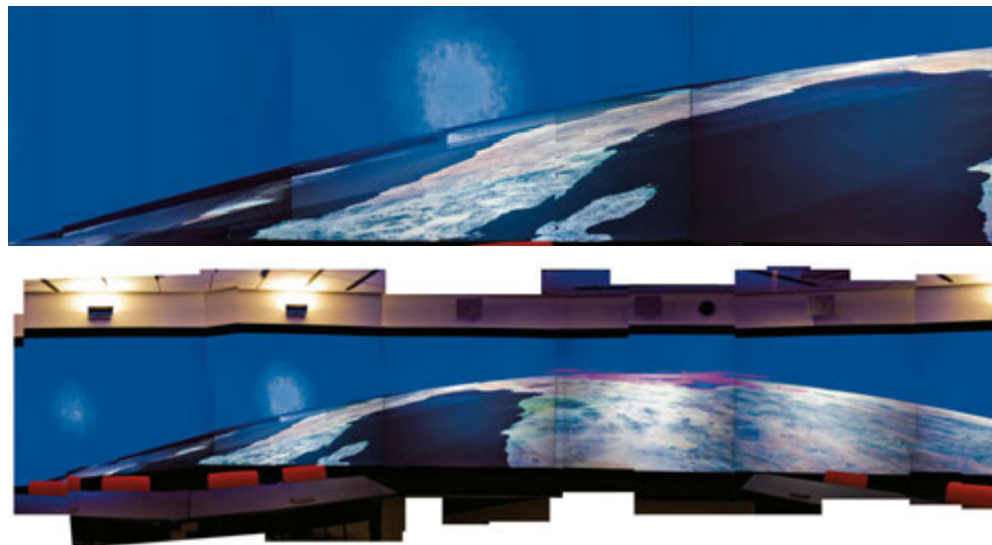
future. Shangraw, ASU's vice president of research and economic affairs, is also the executive director of ASU's Decision Theater. This facility combines expert knowledge, computer simulation and video presentation in a way that helps decision makers understand and shape the future.

"We are all concerned about the future and where it's taking us," Shangraw says. "What we do is deal with those concerns in a systematic way, using visualization tools to speed the process by which people understand the problems and come to agreement."

Decision Theater is part of ASU's Global Institute of Sustainability and is located in the Brickyard complex in downtown Tempe. The facility can provide up to 250 people with a 260-degree wraparound visuals on seven high definition video screens.

To the skeptical, the Decision Theater seems like a room with a lot of sleek, big-screen TVs. The important difference between this and a simple theater, though, is what goes behind and in front of those screens.

The Decision Theater combines visualization tools with computer simulation and expert research



opinion. What those screens can show are accurate representations of various future scenarios. For instance, it can show the Phoenix skyline, urban spread, and demand for water and utilities, in 10, 25 or 50 years under various assumptions.

The other factor that sets apart ASU's Decision Theater is audience participation. The theater combines the visualization and simulation capabilities with collaboration tools. "Everyone gets a laptop, and they can vote or provide input to various scenarios," Shangraw says.

Many universities have scientific visualization centers where researchers use visual technologies to explore the outcomes of their

research, Shangraw says. These centers let bioscientists unravel DNA chains, aerospace engineers look at fluid dynamics models, geologists look at subsurface geological formations, etc. Shangraw notes that the Decision Theater is more focused on policy visualization, which combines (and sometimes simplifies) the scientific visualization into a format that can be digested by policy makers. "We use simulation to look at alternate scenarios and then use collaboration technology to help reach consensus," he says. "None of the university scientific visualization centers use this approach."

"A lot of universities have scientific visualization centers, but what we do





The facility can provide up to 250 people with a 260-degree wraparound visuals on seven high definition video screens.



is bring together not get together stakeholders and decisionmakers rather than just scientists," Shangraw says. "That is a fundamental shift in approach, one that changes how people think about and discuss problems."

The technology is particularly useful for problems that have a scientific or technical core, and where there

are a lot of stakeholders involved, Shangraw says. This includes most of the big problems that we face as a society, he adds. So far, the Decision Theater has been used to look at urban planning, health management, and homeland security issues, for instance.

"Most of the time when you have disagreement, it is because people are operating under different assumptions," many of which are unspoken, Shangraw says. The Decision Theater allows decision makers to make those assumptions explicit, to alter them, and to visualize and provide feedback on the possible outcomes.

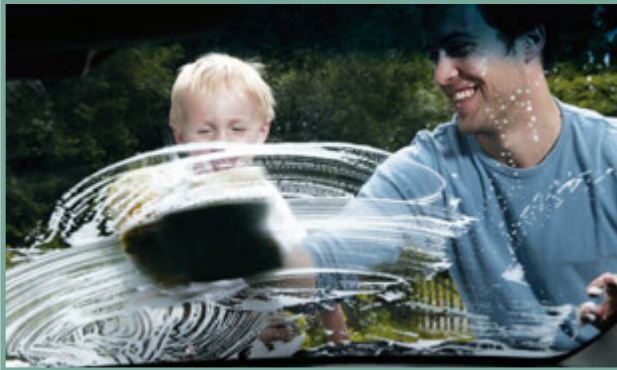
"It's really incredible when you have a group of people who are disagreeing and they start to understand the assumptions on which they are disagreeing, and are then able to move beyond that," Shangraw says. "It's almost like magic."

Shangraw believes that in the near future, the technology will become inexpensive enough that multi-screen simulation environments will be ubiquitous in businesses, schools and the government. Before that happens, though, the work being done at ASU's Decision Theater will lay the groundwork for how that technology is used.

"What we are doing is preparing the way for five or ten years from now, when everyone will have these screens and be asking how to best use these tools," he said.

Chris Vaughan is a freelance science writer based in Menlo Park, Calif.

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When she first arrived in Phoenix 57 years ago, Irene Benedict realized ASU could give her the “opportunity I’d always yearned for” – a teaching career. She earned her master’s degree and became an elementary school librarian and media specialist in the Tempe schools. She traveled the globe with her husband, ASU Professor Joel A. Benedict, helping him show others the latest audio/visual teaching techniques.

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