

Campaign Communications: Clearly Communicating Objectives and Impact | January 19, 2017

Debbie Williams

Please find a list below of additional resources from the *Campaign Communications: Clearly Communicating Objectives and Impact* webcast. These resources provide samples of campaign communications across institutions, as well as resources in planning of your campaign communications .

Pre-Webcast Resources

1. [Holy Cross' Campaign Objectives](http://www.holycross.edu/becomemore/campaign-priorities) – <http://www.holycross.edu/becomemore/campaign-priorities>
2. [ASU Campaign Objective Posters](#) – Pages 2-8 – samples talked about during the presentation.
3. ["Champion Student Success" campaign posters](#) – Pages 9-14
4. ["Elevate the Academic Enterprise" campaign posters](#) – Pages 15-20
5. ["Enrich our Communities" campaign posters](#) – Pages 21-26
6. ["Ensure Student Access & Excellence" campaign posters](#) – Pages 27-32
7. ["Fuel Discovery, Creativity & Innovation" campaign posters](#) – Pages 33-38
8. Oho Interactive - <https://www.oho.com> – web design agency that's familiar campaign/fundraising websites
 - a. A good blog post by Oho: <https://www.oho.com/blog/10-best-capital-campaign-websites-universities-and-colleges>

Post-Webcast Resources

9. [IMPACT Magazine – Fall/Winter 2016 issue](#) – Pages 39-58 – This is the magazine that Debbie Williams referred to when asked for an impact report. This magazine provides “stories of generosity & opportunity at Arizona State University.”
10. As of January 27, 2017, the 2020 campaign site for Arizona State University is live: <https://giveto.asu.edu/> From this site you can access additional stories and videos created for the campaign.



CAMPAIGN OBJECTIVES

CAMPAIGN ASU 2020 WILL:

ENSURE STUDENT ACCESS & EXCELLENCE

Students with the ability and ambition to attend ASU will have the opportunity through scholarship and fellowship support, providing the resources they need to achieve their potential in an academic environment that promotes excellence.



CHAMPION STUDENT SUCCESS

Students will thrive in a stimulating atmosphere that fosters global involvement, community service, creative expression, and personal growth.



ELEVATE THE ACADEMIC ENTERPRISE

All faculty will work in a rich academic environment, one that equips them to produce the innovative and transformative scholarship that advances knowledge nationally and internationally, while giving students the privilege of learning from the best.



FUEL DISCOVERY, CREATIVITY, AND INNOVATION

Students and faculty members will come together within and across disciplines to pioneer new frontiers of knowledge and provide solutions to global challenges.



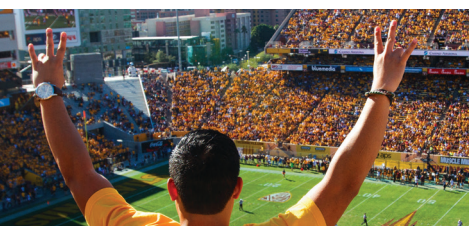
ENRICH OUR COMMUNITIES

ASU will engage with the communities it serves through strategic partnerships and be a force for social progress, economic growth, and cultural enrichment.



DRIVE SUN DEVIL COMPETITIVENESS

ASU will demonstrate excellence to a nationwide audience both on and off the court and field.



ENSURE STUDENT ACCESS & EXCELLENCE



ASU ranks #5 in a list of top universities favored by employers for producing the best qualified graduates.



ASU has proven that when given access to higher education, students from underserved demographics and low economic backgrounds will rise above the historical narrative that says they will fail and grasp the opportunity to succeed. And ASU has shown that exceptional students can thrive in an academic environment that promotes excellence. Since 2001, ASU has seen a 22 percent increase in National Merit Scholars and has become a top producer of Fulbright scholars. Through Campaign ASU 2020, our benefactors will enable ASU to expand access to higher education and nurture high-caliber students through scholarships and fellowships.

CHAMPION STUDENT SUCCESS



ASU students become strong leaders and global citizens through academic experiences inside and outside the classroom.



The optimal environment to learn and thrive is filled with valuable resources and life-changing opportunities that foster personal growth. An individualized education—in and beyond the classroom—shapes students into the leaders, innovators, educators, scientists, and artists that we are honored to call alumni. The generosity inspired by Campaign ASU 2020 will provide the resources necessary to support the enrichment opportunities that add value to our students and to their ASU degree. Our benefactors will equip students for success.

ELEVATE THE ACADEMIC ENTERPRISE



Life-changing conversations take place every day as ASU's faculty members share their passion with undergraduate and graduate students.



Thousands of universities and colleges in the US compete for talent; it is through the generosity of our donors that ASU will be able to recruit and retain the accomplished, innovative, passionate faculty who define the success of our students and our university. Through Campaign ASU 2020, we aim to strengthen our competitive position by improving our ability to recruit, retain, and reward outstanding faculty through endowed faculty positions and awards.

FUEL DISCOVERY, CREATIVITY & INNOVATION



ASU stands apart for its commitment to research and discovery that benefits the public good.



Thanks to our donors, unconventional thinking and resourceful collaboration thrive at Arizona State University. Our researchers are solving problems everywhere—from the ocean floor to mountains on Mars. We stand apart because we don't work in isolation: we tear down academic walls to forge new disciplines and explore challenges from multiple angles. Campaign ASU 2020 aims to bolster ASU's resolve to be a force for meaningful, purpose-based research and discovery that attracts the best students and faculty, makes learning experiential, and benefits our community, the nation, and the world.

ENRICH OUR COMMUNITIES



When ASU adopted the New American University ideal, we promised to transform society.



A profound commitment to community drives ASU's research, scholarship, and partnerships. Campaign ASU 2020 is at its core an effort to strengthen those relationships, to show how we are dependent upon each other for the health of our communities. Through the generosity of our partners, ASU seeks to cultivate more partnerships with more organizations, large and small; establish more community-based initiatives through which faculty and students can share their expertise; and create more civic leaders who can solve society's most vexing problems.

DRIVE SUN DEVIL COMPETITIVENESS



Sports serve our student body, our community, and—importantly—college athletics is a window to ASU for millions of television viewers.




Generosity will help create a world-class athletics program at a world-class university. Philanthropic support is critical. It is the lifeblood of every high-achieving Division I program across the country. Campaign ASU 2020 will seek investors and visionaries to bring Sun Devil men's and women's athletics programs and facilities to the exceptional level they deserve.

CHAMPION STUDENT SUCCESS

TOGETHER, OUR POTENTIAL IS LIMITLESS





CREATE OPPORTUNITY

TOGETHER, WE CAN EQUIP STUDENTS TO THRIVE IN THE WORLD

WHEN YOU THINK ABOUT SUPPORT FOR STUDENTS, YOU MIGHT FIRST THINK OF SCHOLARSHIPS, but they represent only part of the story. ASU's Charter calls on us to take responsibility for students' success during their time here and after graduation. We must give them outstanding guidance, mentoring, and chances to apply their learning in real-world situations. Your support for Campaign ASU 2020 will ensure that ASU can provide learning opportunities that enhance the standard curricula.

Although tuition covers the cost of classroom instruction and fees cover costs associated with specific courses,

neither provides for the enrichment opportunities that add value and marketability to an ASU degree. Experiences such as study and work abroad, research, internships, service learning, and peer and professional mentoring are essential. With your help, we can make these available to all students, especially those facing financial constraints.

LEARNING THROUGH EXPERIENCE

For today's ASU students, classrooms and books and lectures are just the beginning. The world they will face is more complex, faster-paced, and global than ever before, so they must have experiences

TOTAL GOAL: \$183.5 MILLION

AREAS IN NEED OF SUPPORT

- First-year experiences
- Internship opportunities
- Undergraduate research and assistantships
- Global citizenship curriculum and travel
- State-of-the-art technology and facilities
- Emergency funding for students in financial crisis
- Leadership training
- Travel to conferences and competitions
- Student organizations and peer networks
- Entrepreneurship through innovative programs
- Experiential learning
- Professional and peer mentorship programs
- Immersion programs for at-risk students
- Interdisciplinary projects and centers
- Community-based educational partnerships
- Simulation resources and clinical education
- Lecture series and symposia
- Character development and ethics education
- And more ...



that develop the skills they will need to navigate it: resilience, open-mindedness, teamwork, creativity, innovation. They must learn to tackle problems and issues they have never encountered and figure out how they will make an impact on society.

ASU students need to have hands-on, real-world experiences that can't be replicated in conventional classroom settings. On-campus opportunities range from immersion programs that introduce at-risk students to the demands of college, to lecture series that allow students to interact with experts in their fields of study, to undergraduate research assistantships and independent projects. Other programs send students off campus—for service learning in Arizona communities, attendance at national conferences, study and work programs around the globe, and other experiences.

Your support through Campaign ASU 2020 will help us strengthen programs that enrich the student

experience, expand future offerings, and ensure that all students—not just the wealthiest—can take advantage of them. These programs often involve added costs, such as living expenses, program fees, and travel. Your generosity will remove cost as a barrier for students who believe they cannot afford to study abroad, for example, or to give up employment to make time for research or an internship. **Right now, you have the potential to make these experiences an integral part of an ASU education for everyone.**



“EMPLOYERS IN AEROSPACE ENGINEERING SAY THEY WANT STUDENTS WHO HAVE HAD THE CHANCE TO BUILD SOMETHING, LAUNCH IT, FLY IT, EVEN CRASH IT. STUDENTS NEED TO PUT SOMETHING TOGETHER AND KNOW HOW THESE SYSTEMS WORK. OUR SCHOOL CAN GIVE THEM THE CHANCE TO DO ALL OF THIS. DIRECT SUPPORT FROM ALUMNI AND DONORS PLAYS A KEY ROLE IN MAKING THESE OPPORTUNITIES HAPPEN.”

—Jim Bell, Professor, School of Earth and Space Exploration

PREPARED FOR SUCCESS

Experiential learning also makes college graduates more attractive to employers. The National Association of Colleges and Employers recently identified a set of skills that graduates need to transition successfully into careers after graduation. These include:

- Critical thinking/problem solving
- Oral and written communications
- Teamwork/collaboration
- Information technology application
- Leadership
- Professionalism/work ethic
- Career-management skills

Many of these skills cannot be taught; rather, students have to learn them by trial and error, while engaging in learning experiences that are tied to their coursework.

Also, as our world grows smaller and our own nation becomes more diverse, ASU must enable more students to study and work abroad so that they can navigate global cultures and speak other languages. With such experiences, students are

prepared for opportunities that can range from working for multinational corporations and nonprofits, to volunteering overseas, to solving pressing health challenges around the globe. According to ASU's Study Abroad Office, 97 percent of study-abroad students find employment within a year of graduation. Often, study-abroad costs are out of reach for low-income families, but your support through Campaign ASU 2020 will change this.



With your generous support, Arizona State University has reinvented the public research university. We are both more inclusive and more accomplished than ever, with ASU students and faculty earning unprecedented levels of recognition for their achievements. Our graduates leave here as master learners who are capable of rising to meet any new and unfamiliar challenge. ASU students, faculty, and graduates also are firmly rooted in their communities and committed to advancing the common good. Together, we have created a model for other universities to follow. Your support during Campaign ASU 2020 will help us break more new ground by raising \$1.5 billion to propel our vision for higher education into the next decade and beyond.

ARIZONA STATE UNIVERSITY is a comprehensive public research university, measured not by whom we exclude, but rather by whom we include and how they succeed; advancing research and discovery of public value; and assuming fundamental responsibility for the economic, social, cultural, and overall health of the communities it serves.

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Arizona State University

300 E. University Drive

Tempe, AZ 85281-2061

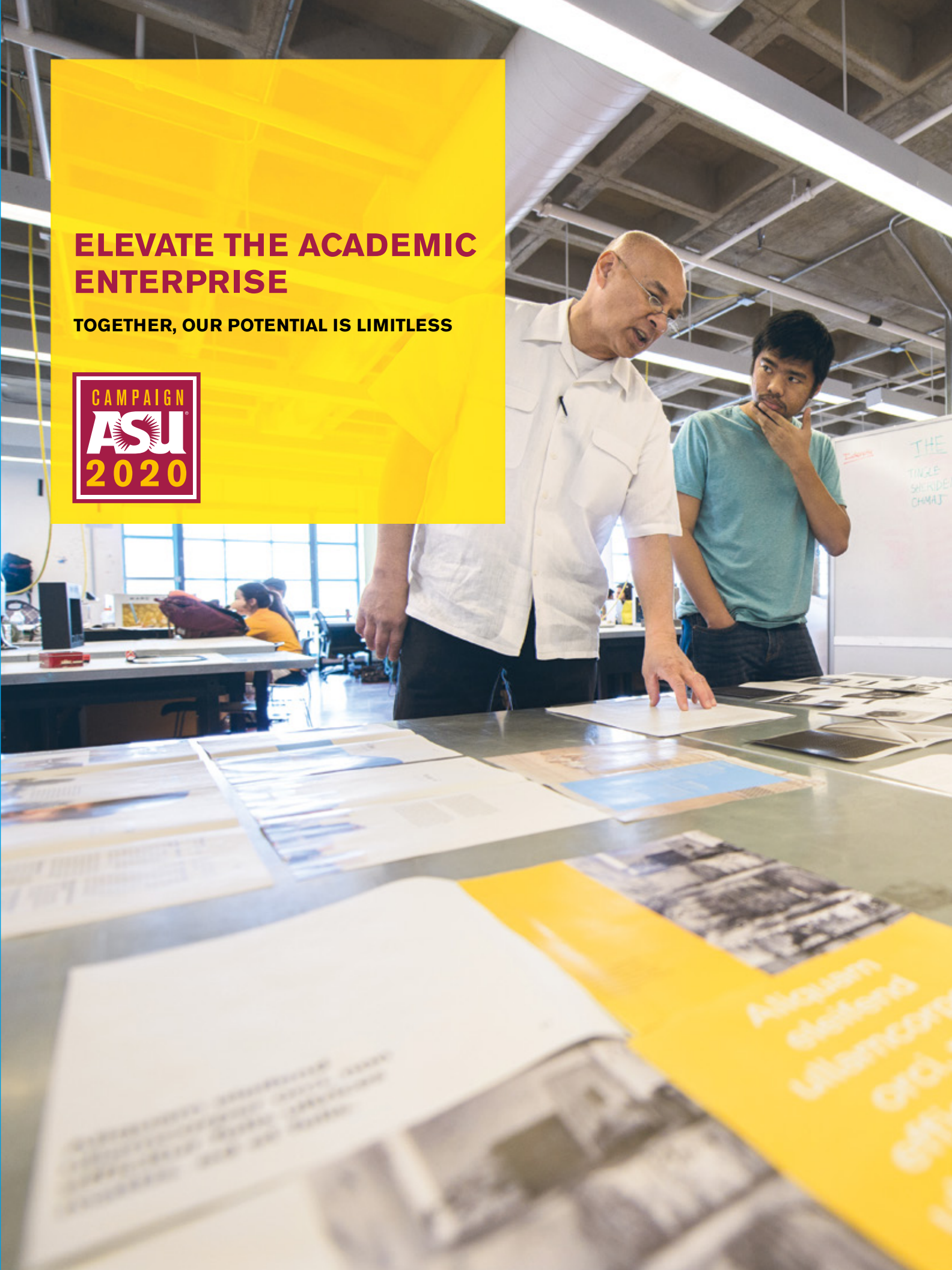
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ELEVATE THE ACADEMIC ENTERPRISE

TOGETHER, OUR POTENTIAL IS LIMITLESS





INSPIRE FACULTY

TOGETHER, WE CAN CREATE THE BEST ENVIRONMENT FOR TEACHING AND RESEARCH

ASU FACULTY MEMBERS ARE THE TEACHERS, MENTORS, AND ROLE MODELS who inspire our students to pursue new paths and new dreams. They shape the curriculum, drive the research program, and bring recognition and funding to the university. They are the foundation of our “academic enterprise.”

Faculty members are drawn to ASU and remain here because they believe in our version of the public research university—one that values inclusiveness, research with public impact, and a commitment to advancing the community. ASU professors and staff know they are expected to think differently about higher education and challenge the way things have traditionally been done. They are dedicated to involving undergraduates and graduate students in high-level research and fostering their abilities as problem-solvers.

6&4

6 Pulitzer Prize winners
4 Nobel Laureates

TOTAL GOAL: **\$232.5 MILLION**

AREAS IN NEED OF SUPPORT

- Endowed chairs and professorships
- Annual professorships
- Early-stage career support
- Faculty fellowships
- Faculty academic awards
- Summer research
- Visiting faculty programs
- Travel to academic conferences
- Professor-of-practice positions
- Professional partnership opportunities
- Artists-in-residence
- Directorship opportunities for ASU centers
- And more . . .



This environment is invigorating for those who share ASU's commitment to innovation.

Your support for faculty through Campaign ASU 2020 will ensure that we can bring the most talented professors here and empower them to pursue their ideas for teaching and research without any limitations. This is the best way to advance excellence at ASU.

FACULTY POSITIONS AND PROFESSIONAL DEVELOPMENT

As we look toward 2020 and beyond, we are determined to strengthen ASU's ability to recruit and retain the nation's best researchers and teachers, who are in demand not only by other top colleges and universities but also by government, industry, and the nonprofit world. In particular high demand are those whose work crosses what were once traditionally

separate disciplines. The research funding environment has changed as well, with federal agencies and other organizations steering away from high-risk but potentially high-reward projects. Your support is critical if we are to ensure that our current faculty have the resources required to excel in their teaching and research while they also attract new colleagues who can expand ASU's expertise in key areas.

ENDOWED CHAIRS AND PROFESSORSHIPS

Currently, fewer than 3.7 percent of ASU's nearly 3,400 faculty members hold endowed positions. At other public research universities, such as UCLA and the University of Michigan, this number ranges from 10 to 20 percent, sometimes higher. When you endow a faculty position, that endowment gift creates a perpetual source of funding that covers some or all of a professor's salary and provides additional flexibility to advance that person's teaching and research—or the work of his or her entire school or center. You empower that faculty member to create new courses and research experiences for undergraduates and graduate students, secure grants,

63.8%

Increase in
minority tenured
and tenure-track
faculty since 2002

“THE CHANCE TO MAXIMIZE THE IMPACT OF ENGINEERING EDUCATION WAS WHAT DREW ME TO ASU FROM THE NATIONAL SCIENCE FOUNDATION. I KNEW THIS WAS A PLACE THAT VALUED INNOVATION AND ENTREPRENEURIAL THINKING. THE MORE PROGRESSIVE WE ARE, THE BETTER WE WILL PREPARE STUDENTS TO MAKE AN IMPACT AS ENGINEERS.”

—Ann McKenna, PhD, professor and director of the Polytechnic School

launch new partnerships, or travel for research or professional conferences. These positions are prized by top-echelon faculty, who in turn attract top students and other talented colleagues to ASU.

Endowed positions also help us keep our rising young stars, whose achievements quickly attract the attention of other institutions seeking to build their own programs. The promise of a chair or professorship helps them envision a long-term career at ASU.

Your support for an endowed faculty position can advance teaching and research in the area or areas that you care about most while also establishing a lasting legacy at ASU. Should you create and name an endowment, you will have the opportunity to build relationships with the faculty who benefit from your generosity—relationships built around support for something you both value.

DIRECT FACULTY SUPPORT

Your direct gifts to support faculty work are also critically important throughout Campaign ASU 2020. Giving opportunities range from early career awards, by which you can help new faculty set up a research program or new curriculum, to private funding for travel, which gives faculty members the ability to forge global partnerships and present at major conferences.

Right now, ASU is determined to attain national standing in academic quality for each college and school, ranking among the top 5 to 10 percent. We also aim to become the leading university academically in at least one department or school within each college/school. Reaching these goals depends on recruiting and rewarding the best faculty members, and your support will allow us to do that.

485

Memberships in national academies, such as the American Academy of Arts and Sciences and the American Association for the Advancement of Science

With your generous support, Arizona State University has reinvented the public research university. We are both more inclusive and more accomplished than ever, with ASU students and faculty earning unprecedented levels of recognition for their achievements. Our graduates leave here as master learners who are capable of rising to meet any new and unfamiliar challenge. ASU students, faculty, and graduates also are firmly rooted in their communities and committed to advancing the common good. Together, we have created a model for other universities to follow. Your support during Campaign ASU 2020 will help us break more new ground by raising \$1.5 billion to propel our vision for higher education into the next decade and beyond.

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ENRICH OUR COMMUNITIES

TOGETHER, OUR POTENTIAL IS LIMITLESS





CHANGE LIVES

TOGETHER, WE CAN TRANSFORM PROBLEMS INTO SOLUTIONS

ASU'S CHARTER MANDATES THAT WE TAKE RESPONSIBILITY for the economic, social, cultural, and overall health of the communities that surround our campuses. Over the past decade, we have launched more than 1,200 community outreach

1,261,648

Hours of student community service in fiscal year 2015, including internships, service learning, clinical courses, and volunteering

programs directly involving thousands of faculty, staff, and students. ASU has set a new standard for what it means to be an engaged university.

Everything that happens here, whether in classrooms, studios, labs, or other collaborative spaces, is about both the success of the student and the success of the community. ASU strives to provide opportunities for students to connect their coursework to the real world. When students organize a hunger-relief drive or create a colorful mural on a city corner, they both learn and contribute. The same holds true when they work with faculty to build networks that make healthy,

TOTAL GOAL: \$165 MILLION

AREAS IN NEED OF SUPPORT

- Humanitarian programs with national and international impact
- Initiatives that advance economic growth, social progress, civics education, democracy, and foreign policy
- Student and faculty volunteer efforts
- Mutually beneficial consulting services
- Executive education and professional coaching
- Professional development for working teachers
- Cultural participation programs
- Performing arts in the community
- Top-tier performances and venues
- Community health clinics
- Day camps for schoolchildren
- On- and off-campus community engagement events
- Lifelong learning for all adults
- Pro bono legal work and legal programs for Arizona communities
- Part-time evening programs for working adults
- Top-tier public television news and programs
- Partnerships to advance city planning, development, and sustainability
- And more . . .



locally grown foods more widely available, or they write and produce a news program for Arizona PBS. Other students gain valuable skills by tutoring in the public schools or launching entrepreneurial ventures that boost the local economy.

Your support through Campaign ASU 2020 is critical if we are to sustain and strengthen our existing service programs and launch new ones. You can help us embed more ASU faculty and students in places where they can make a significant difference in the quality of our neighbors' lives. By “neighbors,” we mean not only the people of Arizona but also our fellow citizens across the nation and around the globe. Join us in this life-changing work.

PARTNERSHIPS FOR THE GREATER GOOD

ASU has adopted a partnership model in which faculty, students, and staff at each of our four locations develop strong connections with business, civic

groups, and other organizations that can help us understand and address community needs. Among our many partners are 7 public library systems, 31 Fortune 500 companies, 74 school districts, 195 government agencies and organizations, and 318 nonprofits.

Right now, ASU programs are helping community college students find their path to bachelor's degrees, engaging high school students in engineering projects, teaching middle schoolers the basics of nutrition and fitness, serving 11,000 students at our Downtown Phoenix campus—and much more. From pro bono legal clinics to health centers to music and theater productions, ASU harnesses the expertise and talents of our faculty and students to benefit the community. Other ASU programs “leverage our place” and work on issues of concern to our particular geography, such as sustainability, water use, and urban development.

While some academic degrees have service requirements, all colleges offer community-based

“THE FitPHX HEALTH AND WELLNESS EFFORT LEVERAGES NOT ONLY ASU EXPERTISE BUT THAT OF PRIVATE DONORS AND CIVIC AND NONPROFIT PARTNERS, SUCH AS THE MAYOR’S OFFICE, PARKS AND RECREATION, THE MARICOPA COUNTY DEPARTMENT OF PUBLIC HEALTH, AND OTHERS. ASU STUDENTS PROVIDE THE MANPOWER AS INTERNS AND RESEARCHERS AND VOLUNTEERS, AND THEY GAIN GREAT REAL-WORLD EXPERIENCE AS A RESULT.”

—Deborah Williams, PhD, associate director, ASU–Mayo Clinic Obesity Solutions Initiative

learning opportunities that are tied to coursework. Overall, ASU has nearly 370 community-engaged courses offering roughly 1,500 sections annually. There are also such programs as Changemaker Central @ ASU, which links students to resources that can help them turn a promising idea into a real project or venture. Or take ASU's new Public Service Academy, a first-of-its-kind undergraduate program for both civilian students and ROTC members preparing for careers as public servants and civic leaders. We expect our students to view themselves as agents of social change, no matter their majors or course of study.

THE ROLE OF PRIVATE SUPPORT

Many of ASU's key community programs can trace their achievements to the generosity of private donors like you. The Osher Lifelong Learning Institute in the ASU College of Public Service and Community Solutions offers courses for people over age 50 in six locations throughout the Phoenix metropolitan area. The me3 app, which was funded by a private donor, helps high school students explore possible careers and related college majors and then take courses that will prepare them for success at ASU. The ASU–Mayo Clinic Obesity Solutions Initiative could not have been created

were it not for a major gift from the Virginia G. Piper Charitable Trust.

We rely on gifts of all sizes to make community programs a reality. Through Campaign ASU 2020, you can support a range of efforts that are advancing society in ways you care about—or you can help ASU launch a new idea or initiative. As a New American University, ASU demonstrates what is possible when a public research university commits to serving the public good.



With your generous support, Arizona State University has reinvented the public research university. We are both more inclusive and more accomplished than ever, with ASU students and faculty earning unprecedented levels of recognition for their achievements. Our graduates leave here as master learners who are capable of rising to meet any new and unfamiliar challenge. ASU students, faculty, and graduates also are firmly rooted in their communities and committed to advancing the common good. Together, we have created a model for other universities to follow. Your support during Campaign ASU 2020 will help us break more new ground by raising \$1.5 billion to propel our vision for higher education into the next decade and beyond.

ARIZONA STATE UNIVERSITY is a comprehensive public research university, measured not by whom we exclude, but rather by whom we include and how they succeed; advancing research and discovery of public value; and assuming fundamental responsibility for the economic, social, cultural, and overall health of the communities it serves.

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ENSURE STUDENT ACCESS & EXCELLENCE

TOGETHER, OUR POTENTIAL IS LIMITLESS





SUPPORT STUDENTS

TOGETHER, WE CAN ENSURE ASU IS MEASURED BY WHOM WE INCLUDE AND HOW THEY SUCCEED

AS A NEW AMERICAN UNIVERSITY, ASU HAS MADE AN EXTRAORDINARY COMMITMENT TO ALL YOUNG PEOPLE OF GREAT POTENTIAL, ensuring they have access to the kind of experience available here. At a time when many universities feel pressured to seek more full-pay students, we have not wavered in our decision to open our doors to all qualified students, regardless of their ability to pay. And we have done so during one of the most difficult economic periods in our nation's history. At the same time, we are attracting more high-achieving students from throughout the state of Arizona, the nation, and the world.

Over the past decade, thanks to generous donors like you, nearly 47,000 students received the privately funded financial assistance they needed to attend ASU. By supporting this area through Campaign ASU 2020, you can help us remain true to our vision of access and excellence.

#1

Producer of Fulbright Scholars (among research institutions) for 2015–16

TOTAL GOAL: \$220 MILLION

AREAS IN NEED OF SUPPORT

- First-generation scholarships
- Need-based undergraduate scholarships
- Merit-based undergraduate scholarships
- Community-college transfer scholarships
- Graduate-student fellowships and awards
- Postdoctoral fellowship support
- Postdoctoral public-interest fellowships
- Summer bridge programs
- Nontraditional-student support
- Strategic engagement and recruitment opportunities
- Retention programs for underrepresented students
- And more ...



SCHOLARSHIPS, FELLOWSHIPS, AND PROGRAM SUPPORT

Between 2002–03 and 2015–16, total financial aid for ASU undergraduates increased by a staggering 377 percent. During the same period, our enrollment increased almost 65 percent, with minority enrollment growing from just over 20 percent of the student population to more than 34 percent.

But we're not finished yet. Such generosity is not sustainable unless we increase private giving for undergraduate scholarships and graduate fellowships. Through Campaign ASU 2020, you can provide the need-based and merit-based aid that is critical to enrolling students with a wide range of talents, backgrounds, life experiences, and abilities. Federal funding for the

neediest undergraduate students has not kept up with the increasing price of college, placing a disproportionate burden of debt on those with the fewest resources. Graduate students also require support for tuition, living expenses, and research and professional development.

You can choose to donate funds for current use, which means that they are used for direct support of a student (or students) during some or all of his

91%

Percentage of Arizona's public university students who received some form of financial aid in 2015

“BESIDES THE FINANCIAL SUPPORT THAT HAS ALLOWED ME TO FOCUS ON MY STUDIES, THE DORAN COMMUNITY SCHOLARS PROGRAM HAS GIVEN ME A COMMUNITY OF STUDENTS TO GROW AND LEARN FROM AS WELL AS ADMINISTRATIVE SUPPORT WITH ANY OTHER NEEDS AND ASSISTANCE IN FINDING OTHER PROGRAMS I CAN TAKE ADVANTAGE OF.”

—Michael Pineda of Phoenix, a biomedical engineering major who is also a New American University Scholar

or her time at ASU. Or you can create an endowed scholarship or fellowship: Endowment funds are invested to create a stream of permanent income that will be used to support ASU students for decades to come.

Campaign ASU 2020 also seeks private support to ensure that low- and middle-income students have access to the same opportunities as other ASU students. First-generation undergraduates and graduate students often need extra academic

guidance and mentoring to succeed in what is understandably an unfamiliar environment. Through Campaign ASU 2020, you can direct your giving to programs that help these students thrive.

49th

Arizona's rank in terms of per-capita state funding for higher education



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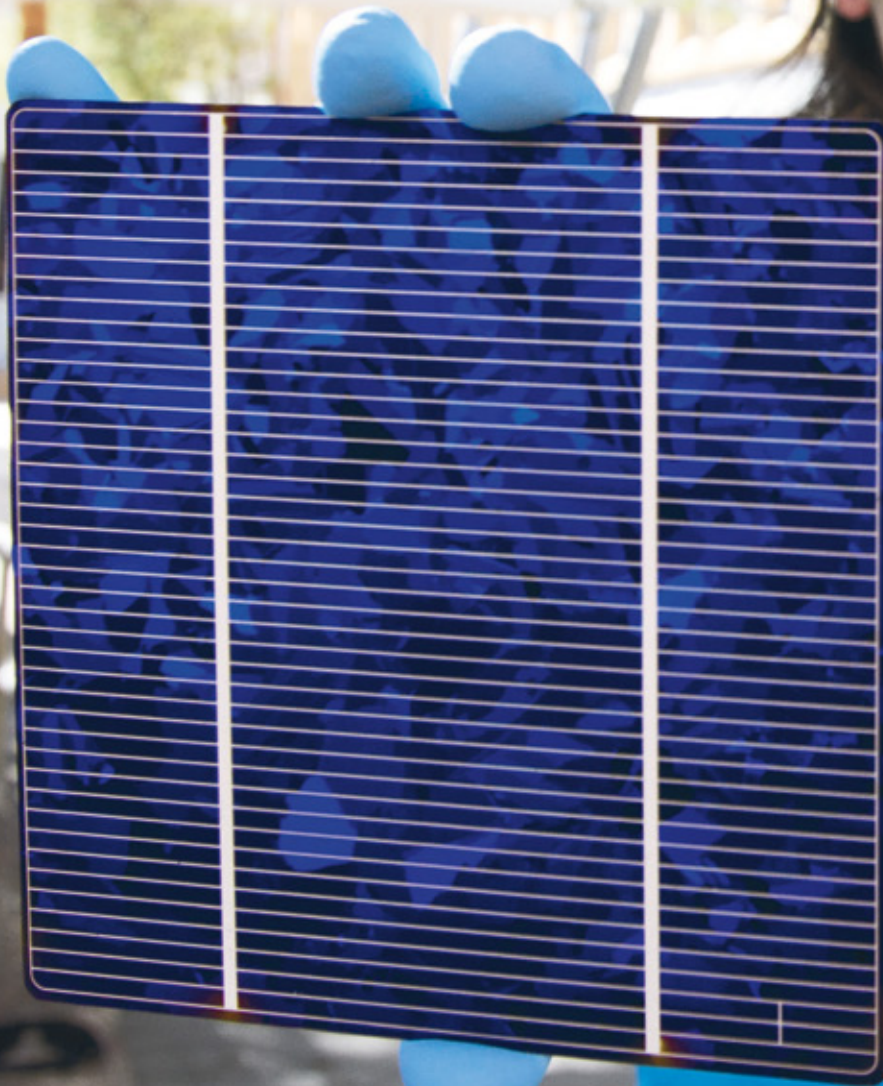
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FUEL DISCOVERY, CREATIVITY & INNOVATION

TOGETHER, OUR POTENTIAL IS LIMITLESS





SOLVE PROBLEMS

TOGETHER, WE CAN ADVANCE RESEARCH AND DISCOVERY OF PUBLIC VALUE

WHAT DIFFERENCE CAN WE MAKE IN PEOPLE'S LIVES? This central question drives the ASU faculty and students involved in research across our four locations, the nation, and the world. From improving how math is taught, capturing emissions from power plants, and promoting healthy behaviors that really work, to illuminating the history of race relations, bringing clean water to developing nations, and building a spaceflight instrument for NASA, there is almost no limit to the scope of ASU's research. **And our scope is still expanding.**

In 2002, ASU set out to scale up our research enterprise to heights never attempted here before,

equipping our faculty and students to find solutions to a range of challenges facing society. We have achieved historic momentum, but more remains to be done. By

10th

ASU's rank in research expenditures among 716 universities without medical schools— ahead of such schools as Caltech, Carnegie Mellon, and Princeton

TOTAL GOAL: \$441 MILLION

AREAS IN NEED OF SUPPORT

- Interdisciplinary centers
- Research cluster funding
- Field research
- Opportunities to share research
- State-of-the-art laboratories
- Advanced equipment
- Economic development initiatives
- Specially constructed research sites
- Collaborations “hubs” for students and faculty
- Technological innovations in the classroom
- Next-generation science facilities
- Entrepreneurship incubators
- Applied projects
- Live-work spaces and residency programs
- Art galleries
- Global initiatives
- Partnerships with public policy makers
- And more ...



supporting research through Campaign ASU 2020, you can become part of the ASU teams that are creating a better world for all of us.

A GLOBAL CENTER FOR RESEARCH

ASU is well-established as a global center for research, discovery, and development. Now our goal is to speed our progress and further our impact. Consider that:

- Our research expenditures more than tripled from \$123 million in 2002 to \$450 million in 2015, with a goal of reaching \$700 million by 2020.
- ASU has added more than 1.5 million square feet of space in new research buildings since 2002.

We have reorganized our colleges and schools and established dozens of new centers and institutes to promote transdisciplinary research—that is, gathering people from traditionally separate disciplines to find answers to complex problems that require different perspectives and skills. Many universities are touting

this approach, but few have reorganized as radically as ASU has to make it a reality. ASU is unmatched in our commitment to partnering with businesses, government, and community organizations to conduct research based on real-world needs. In addition, we have made research accessible to everyone, including undergraduates, so they can apply their learning to critical questions.

ASU faculty members have been remarkably successful at winning research funding from the government, industry, and other sources—an objective indication of just how important their work is. However, these funds generally are earmarked for specific projects and uses,

80

Companies created based on ASU research discoveries since 2003

“WE DEAL WITH REAL PEOPLE AND REAL PROBLEMS, AND WE FIND SOLUTIONS BY TESTING THEM. IF YOU WANT TO BRING ABOUT REAL CHANGE, THAT REQUIRES SCIENCE. OUR COLLEGE BRINGS THE BEST AVAILABLE SCIENCE TO THE HELPING PROFESSIONS, BUT SCIENCE CAN BE EXPENSIVE.”

—Flavio Marsiglia, PhD, ASU Regents’ Professor and Distinguished Foundation Professor of Cultural Diversity and Health, ASU School of Social Work

and they do not cover all research-related expenses. They do not give us the flexibility needed to strengthen the entire research enterprise at ASU and empower faculty and student teams to pursue unconventional, riskier ideas that do not yet qualify for funding. And program-related costs, such as staff support, travel, technology, and equipment, can add up quickly.

YOUR SUPPORT MATTERS

Pursuing research at the highest possible level is costly—but essential. Your support for research

through Campaign ASU 2020 will ensure that faculty and students in every college and school can access the latest resources and technology, attend conferences, travel, share their work, and translate their findings into new knowledge. You also can advance the work of our many new centers and institutes. In whatever ways you wish to make an impact on society, an ASU research team is likely working in your area of interest and will benefit from your support.



With your generous support, Arizona State University has reinvented the public research university. We are both more inclusive and more accomplished than ever, with ASU students and faculty earning unprecedented levels of recognition for their achievements. Our graduates leave here as master learners who are capable of rising to meet any new and unfamiliar challenge. ASU students, faculty, and graduates also are firmly rooted in their communities and committed to advancing the common good. Together, we have created a model for other universities to follow. Your support during Campaign ASU 2020 will help us break more new ground by raising \$1.5 billion to propel our vision for higher education into the next decade and beyond.

ARIZONA STATE UNIVERSITY is a comprehensive public research university, measured not by whom we exclude, but rather by whom we include and how they succeed; advancing research and discovery of public value; and assuming fundamental responsibility for the economic, social, cultural, and overall health of the communities it serves.

ASU Foundation
Arizona State University

300 E. University Drive

Tempe, AZ 85281-2061

480-965-3759

giveto.asu.edu

Campaign2020@asu.edu

Stories of Generosity & Opportunity at Arizona State University

IMPACT

ISSUE No. 3 | FALL—WINTER 2016

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SIT. STAY. HEAL.

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ASU Foundation

ARIZONA STATE UNIVERSITY

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An ASU Foundation development officer can help you make your impact at ASU:

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Impact is published twice a year by the ASU Foundation for A New American University as a reminder of how private support enables and enriches ASU's creative and innovative enterprise.



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asufoundation.org/linkedin

Stories of Generosity & Opportunity at Arizona State University

IMPACT

GENEROSITY CHANGED MY LIFE



I began as a bright-eyed dreamer, freshly enrolled in Arizona State University through the support of scholarships funded by generous donors. Overwhelmed by the endless subjects to study, I explored classes in both the arts and sciences, ultimately declaring biochemistry as

my major. I was initially hesitant in my own scientific ability, but ASU saw potential in me when I didn't see it in myself. With the encouragement of my professors, friends, and mentors, and late nights studying at Hayden Library, I successfully completed my bachelor of science degree—earning a diploma and a deep sense of appreciation for my university community.

The philanthropic culture at ASU extends beyond financial transactions—its impact pours into the daily work of the professors, students, and staff who have left lasting impressions on my life and the lives of others. After graduation, I moved to Dhaka, Bangladesh, to teach as a Fulbright Fellow. I witnessed the incredible value of giving through the other side of the lens as a teacher. I realized my achievements could always be traced back to the investments of donors, who enabled me to transform my future. With this in mind, I made a financial gift to ASU to support students through their own educational journeys.

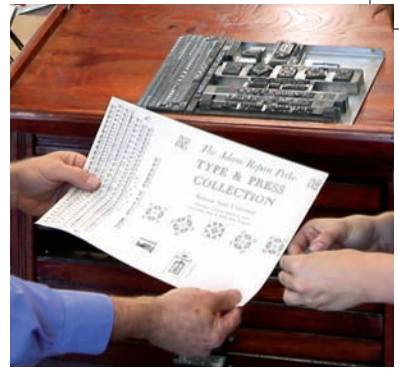
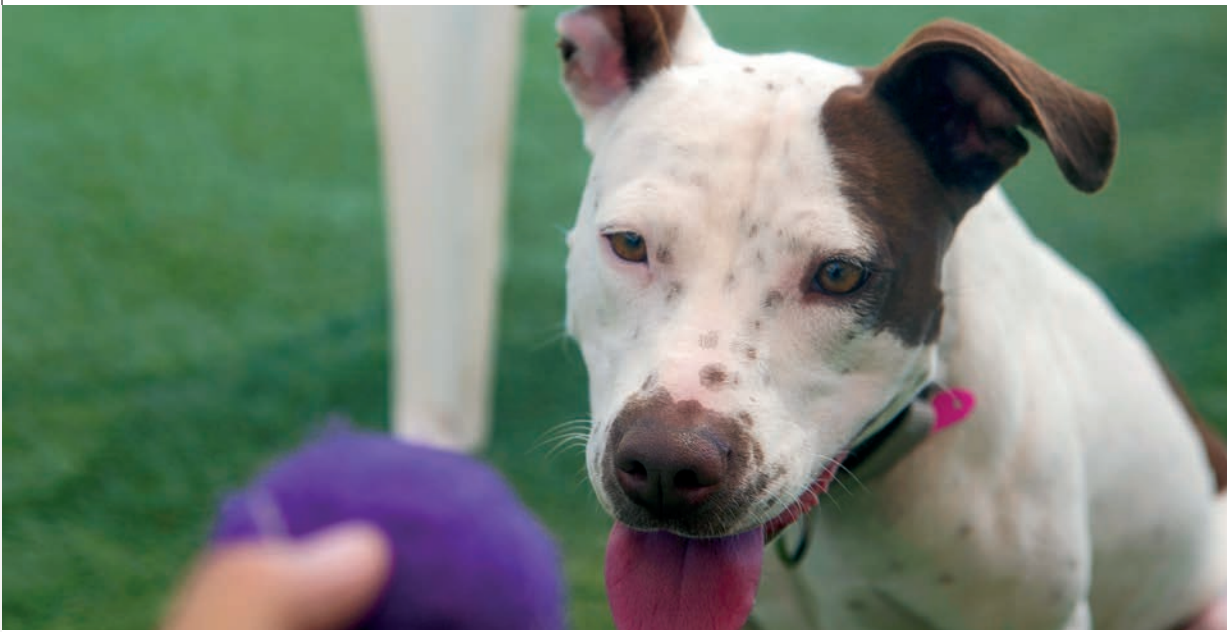
As I continue my professional career, I have been able to grow, learn, and serve others, thanks to the support of generous individuals like you. I invite you to learn more about this culture of giving as we celebrate and invest in the leaders, thinkers, doers, and dreamers who need your support to succeed.

With gratitude,

Maisoon A. Chowdhury

Maisoon Chowdhury '12

PHOTO BY ANDREW FRANZ



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EARTH TO SKY, BODIES TO BILLS

SCHOLARS CHASE THEIR DREAMS

PHOTO BY JUSTINE GARCIA



1 CARL FIELDS

ALUMNUS, MAY '16
ASTROPHYSICS

HOMETOWN:

PHOENIX, ARIZONA

MY SCHOLARSHIP:

AMONG OTHER FELLOWSHIPS AND SCHOLARSHIPS, FIELDS IS ONE OF FOUR ASU ORIGINS PROJECT SCHOLARS TO RECEIVE A PRESTIGIOUS NATIONAL SCIENCE FOUNDATION GRADUATE FELLOWSHIP. HE IS NOW IN MICHIGAN STATE'S ASTRONOMY AND ASTROPHYSICS PHD PROGRAM.

"I'm the first in my family to attend university, and the transition was difficult—and my academic performance reflected that. In 2013, I started doing everything I could to improve myself: retaking courses to raise my GPA, studying harder, getting help for my core physics courses, and getting involved in scientific research. Through this and the support I was able to surround myself with at ASU, I was able to succeed."

▶ Learn how ASU students reach for the stars:
sese.asu.edu.

1



2

PHOTO BY JUSTINE GARCIA

2 BLANCA ENCINAS
SENIOR
BIOLOGICAL SCIENCES

HOMETOWN:
EL MIRAGE, ARIZONA
MY SCHOLARSHIP:
ASU MEDALLION SCHOLARSHIP,
NEW AMERICAN UNIVERSITY
SCHOLAR DEAN'S AWARD

"When I was younger, I used to watch the TV show *House* all the time. I used to try to diagnose patients even though I was a child. Over time, I started to think I could explore the sciences and actually make it a career to help people thanks to my knowledge of biological functions of the human body.

"I hope with my degree I can go to medical school to become a physician and help save lives. It would be rewarding to apply the science foundation I got here at ASU toward making a difference to those who need it medically."

▶ Learn more about Encinas's ASU experience: asufoundation.org/impact.

3 SHAWN RUPP
MASTER'S STUDENT
BIOLOGY
HOMETOWN:
LIVONIA, MICHIGAN
MY SCHOLARSHIP:
ASU ORIGINS PROJECT'S NORM
PERILL SCHOLARSHIP

"I have always loved reptiles. Upon moving to Arizona, I realized how little we actually know about many of the species here. Because I am in a position to do something about that, I decided to focus on learning about the reptiles that inhabit the desert with us.

"The Gila monster is my favorite reptile, because it's probably one of the most interesting lizards in the world. I also love whiptails, which are incredibly fast and also parthenogenetic, which means that females can produce offspring without mating, resulting in more females in the population than males. And I have a newfound interest in alligator lizards, which I have around my house—they just look really cool!"

▶ Explore foundational questions facing humankind: origins.asu.edu/about.



4

4 KELSEY FILES
SENIOR ECONOMICS
AND BUSINESS—URBAN
POLICY

HOMETOWN:
TEMPE, ARIZONA
MY SCHOLARSHIP:
ASU ALUMNI ASSOCIATION
MEDALLION SCHOLARSHIP,
AMONG OTHERS

Files explains what he's learned in his time as a legislative intern in the Arizona Attorney General's office:

"Let's just say that *Schoolhouse Rock* took a few shortcuts in its explanation. When we think of how bills are proposed, we think someone behind a desk is just spitballing problems that need to be solved. While that sometimes occurs, the bulk of the bills that become laws are those that arise from specific events.

"To understand proposed legislation, not only should you know what the proposed law does; you need to understand who is advocating for it and why. The objective of a bill is never apparent by simply looking at the proposed legal statute. By having this social understanding of legislation, people are able to propose compromises and amendments that can achieve the intended goals and avoid unintended consequences. My experience at the Arizona legislature and the Arizona Attorney General's office showed me how colorful and exciting this process really is—a process that is often perceived as uninteresting and insignificant."

ASU prepares urban policy experts: students.wpcarey.asu.edu/degrees-and-advising/degree-programs/urban-policy.



3

FACULTY IMPACT

BY MELISSA BORDOW

dephylation. The facility offers a prime example for understanding the human costs of the for-profit corrections industry to immigrants, their families, and those who work within detention facility walls. Operated by the private company Corrections

while reducing spending on food, staffing, and medical care contribute to the realities that detainees face each day.

interment camps

Renowned for its flash-frozen vegetables, Seabrook Farms was by 1950 the largest ag-business in the United States, employing more than 6,000 laborers. World War II created new opportunities for Seabrook to procure laborers with limited options. This included approximately 2,500 American citizens and immigrants of Japanese descent incarcerated in

interment camps. While American citizens were initially interned, they were later assimilated.

At Seabrook, parent interners worked along displaced persons, POWs, and contracted laborers, groups whose freedom of mobility choice were severely constrained. A company Seabrook's power over its workforce blurred the lines between captivity and freedom.



34,000 \$64.47 1,596 beds
\$32.48 \$13,600,000



A NATIONAL DIALOGUE

ENDOWMENT WIDENS SCOPE OF PUBLIC HISTORY PROJECT ON INCARCERATION

One of the first things Judith Perera noticed about the Florence Correctional Center were the transparent garbage bags clustered in the lobby.

The Arizona State University doctoral student realized they contained the belongings of immigrants processed into the 450-bed facility operated by US Immigration and Customs Enforcement (ICE) in Florence, Arizona.

“To see that on the ground is visually powerful,” Perera remembers. “It’s indicative of how we treat our immigrant population.”

She and ten other ASU graduate students toured the center as part of a semester-long, nationwide project examining incarceration in the United States. They were there to experience sights and smells, observe living conditions, and document the immigrant experience.

The result of their efforts can be found in “Arizona: The Cost of Immigrant Detention—How Do Profits Shape Punishment?” which examines the practice of using private companies to detain undocumented immigrants. (In Arizona, ICE also contracts with a private company, Corrections Corporation of America, to run the Eloy Detention Center, the third largest in the country.)

Their project is part of a larger initiative, “States of Incarceration: A National Dialogue of Local Histories,” which brought together students from twenty states, each exploring the history of incarceration in his or her own community.

“The idea is to have a global dialogue on incarceration, recognizing this is a very large, growing issue in this country that has to be understood through its many different facets,” says Professor Leah Sarat, who directed ASU’s project through the Applied Humanities Lab in the School of Historical, Philosophical and Religious Studies.

Students read widely on detention in Arizona and studied theories of incarceration, but they developed a nuanced understanding of the detainee experience by visiting the

detention center, interviewing a former detainee, and spending time with activists and community members who work firsthand with immigrants, Sarat says.

Their travel was enabled in part by the Stowe Endowment for Public History, established by the late ASU Professor Noel Stowe, former assistant dean of the graduate college, chair of the history department, and founder of ASU’s Public History Program.

His endowment also allowed students to travel to the New School in New York City, which sponsored the project, to share results with students from around the country.

These experiences enriched her understanding of a complicated issue, says Perera.

“To see the whole project come together, seeing it there in one room with everyone talking about the issues in their own states, was very impactful, very powerful,” Perera says.

The general public will have the chance to see “States of Incarceration” when it comes to Arizona in the spring of 2018 as part of a national touring exhibit.

View the work of ASU students and their peers at statesofincarceration.org.



> LEARN MORE ABOUT PROFESSOR NOEL STOWE AND HIS IMPACT ON CHRONICLING PUBLIC HISTORY AT ASUNOW.ASU.EDU/CONTENT/NOEL-STOWE-LEAVES-HIS-MARK-ARIZONA-HISTORY.

RECENT IMPACT

BY MARVIN GONZALEZ

INFINITE POSSIBILITIES THROUGH GENEROSITY



Jane Jackson

These recent gifts to Arizona State University exemplify the diverse ways your generosity influences education in our community—from K-12 to graduate school.

A MODEL INSTRUCTOR:



To celebrate fifty years since receiving her master's in physics from ASU, Professor Jane Jackson is supporting robust physics education in Arizona's K-12 schools.

Jackson, who was also the first woman to graduate from ASU with a PhD in

physics, made a gift to the Improving Physics and Chemistry Teachers Scholarship endowment, created by Jackson and her husband, Paul. Endowment funds support teachers participating in the Modeling Instruction Program at ASU, a summer course that teaches best practices in physics education to up to 100 educators every summer.

"We give [instructors] resources to guide their students to think critically and creatively," says Jackson. "We do this by providing research-validated, face-to-face professional development."

The Modeling Instruction Program steers away from traditional lecture-demonstration methods of teaching science and

instead organizes courses around constructing and applying conceptual models—a more active, hands-on approach to learning.



Professor Jackson's impact has a wide reach. Learn more—in her own words—at asufoundation.org/impact.

DUAL LANGUAGE LEARNING:



The Helios Foundation awarded

\$720,000 to ASU's Mary Lou Fulton Teachers College to invest in dual language and practice for children ages three to five. The grant will fund a partnership between ASU, the Osborn Elementary School District, and the children's theater Childsplay to provide two-way immersion early childhood learning, aiding in early literacy and language development for English- and Spanish-speaking children.

HONORING A LEGEND:



The Arizona Republic awarded \$65,500 to ASU's

Walter Cronkite School of Journalism and Mass Communication to create a fellowship in honor of Don Bolles, a *Republic* investigative journalist mortally wounded in a car explosion forty years ago while investigating alleged land fraud in Arizona. The Don Bolles News21 Fellowship will fund one Cronkite student's participation



in the Carnegie-Knight News21 initiative, in which the country's top journalism students produce in-depth multimedia reporting projects on issues of national significance.

PLAY TIME:



Retired ASU professor Lin Wright made

a real-estate bequest valued at \$2 million to expand the Lin Wright Endowed Scholarship in Theatre for Youth, the Jim and Lin Wright Endowed Chair, and the Roger Bedard Travel Fellowship in Theatre for Youth. The gift will help attract the brightest graduate students and faculty in the field. Additionally, it will provide ASU University Libraries



\$100,000 toward the Jim Wright Grant for ASU Libraries' Child Drama Special Collection, the largest theater-for-youth repository in the world.

SUPPORTING MILITARY FAMILIES:



Hailing from families with a history of military service, ASU parents Trish and Fred Biddix established a scholarship endowment to support a spouse or child of a member of the US armed

forces. They established the award in honor of their daughter, Kaitlyn '14, a graduate student in the College of Public Service and Community Solutions, who was influenced by Fred Biddix's twenty-year Air Force career, during which he cultivated the values of volunteerism and community engagement. ■

> FOR MORE INFORMATION ON RECENT GIFTS, VISIT [ASUFUNDATION.ORG/IMPACT](https://www.asufoundation.org/impact).

BEHIND THE SCENES

BY BETH GIUDICCESSI

ARTS AND LETTERS



ASU's printmaking annex contains the largest movable-type collection of its kind—and boundless creativity to go with it.

[1]

Some 1,600 cases of type (enough to fill two semitrucks) and printing presses, including an ornate 1834 Columbian Press, make up the pristine Adam Repan Petko Type Collection, which was donated to ASU's School of Art in early 2016. The collection, named for its donor's father, makes ASU's type collection the largest at any institution of higher education in North America.

[2]

Graduate student Sofia Paz won "best in show" at the 2015 Southern Graphics Council International conference but feared she wouldn't have funds to attend the 2016 show—until she was conferred a Graduate and Professional Student Association travel grant. At the event, Paz was awarded second place in the Speedball New Impressions printmaking competition. She applied her prize money to purchase ink application rollers for her intaglio (a type of print made by engraving metal plates) class.

[3]

With donations from art suppliers across the country, support from ASU arts organizations, and a recent National Endowment for the Arts Art Works Grant, the biennial Map(ping) Project—led by Associate Professor Mary Hood—invites Native American and indigenous artists with limited printmaking experience to collaborate with graduate student printmakers on limited-edition artwork that reflects the personal and cultural histories of those involved.

[4]

A-Buncha-Book-Artists (ABBA), ASU's student-run organization for contemporary artist book enthusiasts, plays host to events and instructional sessions throughout the year. In the spring of 2016, Kate Horvat, Sean Gallagher, and other members of the group welcomed visiting artist Jessica Spring, who ran printmaking workshops that were free, open to the public, and supported by donations from community members.



[5]

A stop on the City of Phoenix's regular public art tour is Phoenix Sky Harbor International Airport, home to two award-winning projects: Variable Order, a letterpress printing-inspired terrazzo floor made of more than 1,000 embedded metal letters, and Trace Elements, two connector bridge glass murals featuring scaled-up nature prints. The works, commissioned by the Phoenix Office of Arts and Culture Public Art Program with funds from the Aviation Department's Percent for the Art Program, were created by Daniel Mayer, director of Pyracantha Press, ASU's production and research imprint.

[6]

The ASU printmaking program's recent ranking as fifth in the country by *U.S. News & World Report* helps attract talented artists like Emily Ritter. She helps fund her graduate education through the Richard L. and Mary A. Shindell Rock, Scissors, Paper Printmaking Scholarship and two other privately supported awards.

[7]

ASU's Pyracantha Press prints fine books and print publications for private individuals and special collections, including the Getty Center, Yale University, Klingspor Museum in Germany, the Library of Congress, the Bodleian Library, and others. The press is self-supporting and receives sustaining gifts from the Hatchfund and the Philip C. Curtis Charitable Trust.

▶ See the Petko type up close at: asufoundation.org/impact.

➤ TO LEAVE YOUR IMPRESSION ON ASU'S SCHOOL OF ART, CONTACT SHAWN RICHARDS: SHAWN.RICHARDS@ASU.EDU.

FEATURE IMPACT

BY BETH GIUDICCESSI

PAWS FOR CONSIDERATION

THERE ARE COUNTLESS QUESTIONS ABOUT HUMANS' RELATIONSHIP WITH DOGS. **CLIVE WYNNE'S LAB HELPS ANSWER THEM.**

The offices of many academics feature floor-to-ceiling bookshelves, but Clive

Wynne may be unique in having a plush border collie riding a skateboard atop his.

The stuffed dog, part of a presentation Wynne gave shortly after joining Arizona State University in 2013, is one of many animals playing a role in the professor of psychology's career in animal behavior and cognition.

"It is both fascinating and fun," said Wynne, director of ASU's Canine Science Collaboratory. "For me, it's fun with consequences. You can have a great time—yes, I cuddle puppies—but it really does matter."

Wynne's team of researchers studies aspects of the human-dog relationship where there are high stakes—for dogs, for people, or for both. Current projects range from the effect of aging on canine memory to the bond formed when dog adopters exercise with their new pets to how dogs detect different odors.

An ongoing collaboratory investigation considers the welfare of shelter dogs and ways to increase their chances of being adopted.

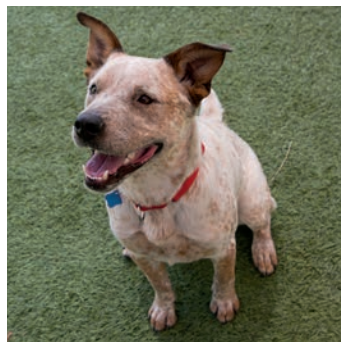


Each year, some four million dogs enter shelters in the United States; at least a quarter of them face euthanasia if a new home for them cannot be found. As Wynne's team discovered, a contributing factor to a dog's likelihood of adoption is its breed label—and the perceptions that come with it.

With support from Mars Veterinary, Wynne's team acquired 2,000 DNA tests to trace dogs' heritage as far back as eight generations. The tests revealed a shelter dog's breed is often mischaracterized—unsurprising because there are more than 200 known purebred dogs, and most shelter dogs are of mixed descent.

Accurately identifying a dog's ancestry allows caretakers to better predict health issues and provide appropriate treatment, and it gives potential owners a more complete picture of the pet they adopt.

"The 'bully breeds' get the rough shake for adoption to the point where a label of 'pit bull' can double one's adoption time," said Arizona Animal Welfare League marketing and



communications manager Michael Morefield, referring to a term that encompasses twenty-five recognized breeds. “Because of the research Clive Wynne’s postdoctoral student Lisa Gunter worked on here, we eliminated all breeds from our kennel cards. If someone has a question, we don’t hide it—we talk about it, but we don’t want those initial impressions or stereotypes applied to an individual dog.”

Morefield said an owner doesn’t fall in love with a “German shepherd” or a “terrier,” he or she falls in love with a particular dog with individual experiences and personality, which is why getting to know an animal leads to more successful adoptions than basing the decision on breed assignment—an outcome that not only improves dogs’ well-being but benefits their human caretakers.

“To know more is rich, and it makes our lives with dogs richer,” said Wynne. “There is so much we could know. But it’s not just for fun—it actually matters. We could help. And dogs can help us.”



Watch ASU’s Canine Science Collaboratory research in action at asufoundation.org/impact.

MAN’S BEST FRIEND: TWO WAYS DOG STUDIES HELP HUMANS

1. Sniffing out danger, saving

lives: Defense research agencies have spent billions of dollars developing specialized tools to detect bombs, but those devices can fall short compared to the natural sensitivity of a dog’s nose. ASU’s Canine Collaboratory, with support from the U.S. Office of Naval Research and British



Science and Technology Laboratory, is teaching dogs to identify bomb-making ingredients and to sniff out Improvised Explosive Devices to protect soldiers and civilians.

2. Old dogs teaching new

research tricks: Dogs are one of the few species aside from humans that share vulnerability to dementia and develop a disease similar to Alzheimer’s. Because dogs’ average lifespans are shorter than humans’, ASU scientists are able to perceive and treat the disease’s progression in dogs in a condensed period of time. The research, which is supported in part by the College of Liberal Arts and Sciences, is accelerating understanding of effective therapies for both species.



> THE CANINE SCIENCE COLLABORATORY NEEDS YOUR SUPPORT. TO HELP ASU RESEARCHERS BETTER UNDERSTAND DOG BEHAVIOR AND HOW IT AFFECTS HUMANS, CONTACT LINDA RAISH AT LINDA.RAISH@ASU.EDU.

STORIES OF IMPACT

BY KRISTINE BURNETT

A CALLING FOR FUNDRAISING

PHOTO BY PHILAMER BATANGAN

When Viking Wadsworth traded an on-campus job washing dishes for a position in the ASU Foundation's Tell-A-Devil Network call center, he discovered an aptitude for fundraising and a keen eye for the impact of philanthropy.

"I didn't think I'd be good at it," said Wadsworth, a junior who began working in the call center in April 2015. "I got the hang of it and started creating my own scripts, adjusting them as I went."

Wadsworth's work performance is better than good. He recently set a new record for the call center, securing nearly \$200,000 in donations in 2016. The previous year's top performer raised just under \$70,000.

The Tell-A-Devil Network employs 120+ students each year, providing:

- **Networking with alumni**
- **Employment skills**
- **Resume-building opportunities**

The secret to his success? A genuine desire to make a difference.

"It took a while to realize that I can have an impact just by raising \$100 or so a night," said Wadsworth, who works about 20 hours a week. "But I walk away at the end of the week knowing the money I raised amounts to an entire scholarship for someone."

The numbers aspect of the job also intrigues Wadsworth, whose love of math has him pursuing a degree in actuarial science, which uses mathematics and statistics to assess risk in finance, insurance, and other industries.

Proving that his call center job is leaving its mark, Wadsworth recently began thinking about applying his degree toward a career in fundraising.

"I personally benefit from scholarships, so fundraising for education isn't something I have to feign passion about when I'm talking to people on the phone. It's a true passion for me."

A new vision for retirement living.

Coming soon to ASU's Tempe campus.



Learn more at: mirabellaASU.com

A 
GIFT
That
Gives
Back

Did you know?

If you are 65 years of age, you can fund a charitable gift annuity at ASU and receive payments for your lifetime.

Benefits include:

- An income tax charitable deduction in the year you make the gift
- Fixed payments for life – a portion of which is tax free for several years
- A reduction in capital gain tax if you use long-term appreciated stock to make the gift

Most importantly, you will provide support for Arizona State University, an institution committed to helping all students succeed.

Interested?

Contact Tim Gartland at asufoundation.myplannedgift.org or at 480-965-2038.

FACE VALUE

FACIAL RECONSTRUCTIONS HELP
IDENTIFY MISSING PERSONS

STORIES OF IMPACT

BY MARVIN GONZALEZ



Anthony Falsetti has dedicated himself to giving a face to the faceless through his expertise in forensic anthropology.

Falsetti, professor of forensics at Arizona State University's West campus, has made a career out of identifying unidentified human remains—whether from mass fatalities, individual cases, or human rights violations.

Falsetti has worked across the globe, identifying missing persons from Sarajevo as deputy director of forensics science for the International Commission of Missing Persons in the aftermath of the Bosnian War to Haiti after the 2010 earthquake.

Since joining ASU, Falsetti has collected data for a prospective digital forensic imaging center. Falsetti hopes the center becomes an interdisciplinary training ground for future forensic artists and scientists who will help identify the more than 44,000 unnamed bodies in the United States.

He took a step closer to this ambition through PitchFunder—ASU's crowdfunding platform. Through the campaign, his team raised enough money to purchase an instrument crucial to making the imaging center a reality. "We were able to get the [NextEngine 3D] scanner and software, and we are going to start scanning skulls to create an archive," Falsetti says.

The portable scanner allows Falsetti to collect images from medical examiners' offices across the west. With the scans, Falsetti works with forensic artists to create facial reconstructions, which become part of a database. Once in the database, images can be matched to missing persons.

"Ultimately, we'd like to do this nationally," Falsetti says.

To learn more about crowdfunding through PitchFunder, visit pitchfunder.asufoundation.org.

> TO LEARN MORE ABOUT ASU'S FORENSICS PROGRAM AT ASU WEST CAMPUS, VISIT [NEWCOLLEGE.ASU.EDU/FORENSICS-SCIENCE-DEGREE](https://newcollege.asu.edu/forensics-science-degree).

PHOTOS BY PHILAMER BATANGAN AND JUSTINE GARCIA



DONOR IMPACT

BY CRAIG MORGAN

IT'S THAT SIMPLE

“YOU DO THINGS FOR EACH OTHER **BECAUSE YOU'RE A COMMUNITY**”

When Robert L. Fletcher returned to Phoenix after two-and-a-half years of service in World War II, he was “broke and in need of work like everybody else.” After trying his hand at a couple of businesses, he turned to farming, which grew to be more than a vocation—it became one of his life's passions.

Helping hard-working families send their children to college became another. Fletcher and a group of farmers and ranchers teamed up to buy 325 acres in Tempe to help expand what was then known as Arizona State College, but Fletcher still saw an educational void on the west side of the Valley.

After lengthy discussions with local businessmen and lawmakers, Fletcher donated funds, matched by the Arizona legislature, to help create an ASU campus. He also convinced the Sands family to give up its lease on state-owned lands, paving the way for the ASU

West campus on Thunderbird Road between 43rd and 51st avenues.

Thirty years later, ASU West provides almost 10,500 students a rich, liberal arts education as well as programs that meet the demands of the twenty-first-century workforce. Recognized for its nationally unique New College of Interdisciplinary Arts and Sciences, the West campus marries the best aspects of the small-college experience with the resources of a top-tier research university.

What motivated you to donate the initial funds for the creation of the West campus?

“Nowadays, it seems like nobody will do anything unless they get paid for it or get recognition for it, but in the old days, you all tried to help each other and make Arizona a better place. The street I grew up on, East Portland Street, everybody knew everybody. You helped your neighbor.



During the Depression, my mom would make a bigger pot of stew and say, 'Bobby take this down to the Smiths or Joneses' or whoever. That's just the way we were raised.

"As the west side grew, there was no place really for the working-class people, like we were, to go to college and get a better education, and that was the main thing we were talking about: helping working-class families. It was important to me, because I didn't go to college, but with my kids, in that era, it also seemed to be important to them, and it seemed to be important to America."

Do you take any personal satisfaction in the effect you've had on the community?

"It's bigger than I ever thought it would be by this time, but I don't take anything out of it. I just figure that's the Lord's will, and he blessed me to be able to help out."

Do you think gifts such as yours could pave the way for others to pay it forward?

"After serving in the war in North Africa and Italy, you knew what you went through, and you appreciated what you had at home and what you were given. I think what you're asking me is how do you get your grandkids to appreciate what they have or what could be? How do you get other people to appreciate what they have and try to make it better? A lot of it has to come from your parents and the way they were raised, but a lot of it has to come from the examples that are set around you.

"It's that simple. You do things for each other because you're a community."



Get a 360-degree tour of the Fletcher Library, named in honor of its donors, at

asufoundation.org/impact.

> SEE HOW THE WEST CAMPUS HAS GROWN THROUGH THE YEARS AT [ASUFUNDATION.ORG/IMPACT](https://asufoundation.org/impact).

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ASU Foundation for A New American University
PO Box 2260
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“For me, the idea of becoming an academic was to create hope in the next generation. Ann Hardt’s gift allows us to do something extraordinary—that is, to rethink peace studies as an investment in the future built on shared ideas of humanity. Her gift enables the center and ASU to make a global impact.”

Yasmin Saikia is the Hardt-Nickachos Chair in Peace Studies at the Center for the Study of Religion and Conflict and professor of history in the School of Historical, Philosophical and Religious Studies at ASU. Her scholarship centers on issues that enhance our thinking on the ethics and politics of peace.

To read more about Professor Saikia and her work, see asufoundation.org/saikia.

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PHOTO BY PHILAMER BATANGAN

